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GIVING USA

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In 1935, nine established professional fund-raising counseling firms serving leading community funds, colleges, universities, hospitals, churches and character-building agencies joined in forming the American Association of Fund-Raising Counsel, Inc. Their primary purpose was to bring order into a field that was disorganized and, in some instances, misunderstood and distrusted. Their first act was to adopt a code of fair practice, which has stood the test of time and is now widely accepted as a standard for professional conduct in fund raising. Today, each of the member firms and associate members of the Association operates according to this code.

The Association seeks to carry out the following program:

- To maintain high standards of ethics and professional techniques in fund-raising counseling.
- To study and identify economic and social trends in American philanthropic areas, and to share this information with the general public through publication of surveys; an annual review of philanthropy called *Giving USA;* and a newsletter, the *Fund Raising Review.*
- To foster and encourage professional training in fund-raising techniques.
- By example, and through strict adherence to the Association's code of practice, to discourage unethical and unprofessional practitioners.
- To provide a center of information on philanthropy which is made available to related groups, such as state and federal legislatures, nonprofit institutions and agencies, and students, and others engaged in studies of philanthropy, as well as to the general public.

The Association answers inquiries of state and local governments and assists, on request, in developing laws regarding the raising of funds. It thus aids in protecting the public against fraudulent practices.

The Association welcomes requests for information on any aspect of philanthropic fund raising and for data regarding the services of its members. As in other professions, relations between the professional fund-raising counsel and the nonprofit institutions or agencies served are confidential.

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29th annual issue

a compilation of facts
and trends on
American philanthropy
for the year 1983

CONTENTS

Philanthropy 1983 7

Sources of Philanthropy 10
Individuals 11
Bequests 16
Foundations 18
Corporations 31

Total Giving 1955-83 40

Areas of Philanthropic Opportunity .. 46
Religion 47
Education 55
Health and Hospitals 67
Social Services 78
Arts & Humanities 87
Civic & Public Affairs 94
Volunteers 97

The Changing Climate of Philanthropy 99
Methodology 101

Tables/Graphs

Total Giving 1983 7
1983 Contributions 7
1983 Distribution 7
Giving by Individuals 11
1982 Deductions for Charitable Contributions 12
Preliminary Average Itemized Deductions, 1982 13
Charitable Deduction by Itemizers 14
Giving by Bequest 16
Large Bequests 17
Giving by Foundations 18
General Foundation Funding Trends 19
Reported Grants Designated for Special Population Groups 20
Grant-making Foundations by Assets, Grants, Type 21
Distribution of Grants by Subject Categories, 1982 22
Distribution of Reported Grants by Recipient Organization Type 25
Grant-making Foundations by State 26
U.S. Private Foundations by Grants 29
Giving by Corporations 31
Contributions as % of Pretax Net Income 32
Structure of Corporate Contributions 33
Distribution of Corporate Contributions 33
Corporate Contributions, Two Survey Years 35
The Contributing Dollar 36
Charitable Contributions Expenditures 39
The Growth of Philanthropy, 1968-83 40

Total Giving 1955-83 40
Donors 42
Recipients 44
Giving to Religion 47
Religious Preferences–Major Faiths 48
Church or Synagogue Attendance 49
Religious Preferences in U.S. 49
Membership in Selected Large Religous Bodies 50
Church/Synagogue Attendance 51
Protestant Giving in 12 Denominations 52
Number of U.S. Churches & Members by Groups 53
Comparative U.S. Church Statistics 54
Church/Synagogue Attendance 54
Giving to Education 55
Giving to Higher Education 57
Estimated Voluntary Support, by Source & Purpose 59
Estimated Total Voluntary Support of Higher Education 61
Large Gifts to Education 65
Giving to Health and Hospitals 67
Change in General or Community Hospitals 68
Change in Voluntary Nonprofit Hospitals 68
National Health Agencies 70
Health Expenditures by Type & Source 72
Personal Health Care Expenditures by Third Party Payers 76
Large Gifts to Health Causes 77
Giving to Social Services 78
Record of United Way Campaigns 81
Sources of United Way Support 82
Services Supported with United Way Contributions 83
Large Gifts to Social Services 86
Giving to Arts & Humanities 87
Income of Public Broadcasting Systems by Source 89
Budget–National Endowment for the Arts 91
Business Support to Specific Categories 92
State Arts Agencies Legislative Appropriations 93
Large Gifts to Arts & Humanities 94
Giving to Civic & Public 94
Large Gifts to Civic & Public Affairs 96
Current Volunteer Strength of 20 National Agencies 98

LETTER FROM THE CHAIR

Americans have once again demonstrated their historical inheritance as the world leaders in philanthropy and charity. Yet even Americans would find it difficult to believe that philanthropy in most of the rest of the world really doesn't exist. Giving in 1983 bears out this observation: More than 230 million Americans gave $64.9 billion, a number greater than the national budgets of two-thirds of the world's countries.

I mentioned historical inheritance because people in other eras and other lands recognized the need to support various causes, for the betterment of the commonweal or the prestige of the benefactor. Whether gifts from the emperors of Rome or the largess of the Renaissance princes, patronage of causes has a long-standing place in the civilized world.

Where America differs in its approach to philanthropy is reflected in the donors. They are not just the well-to-do, the old wealthy families or the parvenus anxious to do some common good. Those who give can be found at all economic levels of society, in all occupations, all races and religions and ethnic backgrounds.

As chairperson of the American Association of Fund-Raising Counsel I am proud to represent a group of firms dedicated to aiding causes and institutions in need of acquiring funds. We are the liaison between those desiring to give and those seeking financial support.

This is especially gratifying for the cultural aspects of our society, from the arts to higher learning. Our link with the past is clear in this respect: We understand that a strong nation needs a rich, thriving culture that constantly develops and shifts with

change. To deny support to the products of that culture is to cut the future from the past. No nation has ever survived long after its art has grown stagnant, its education of its youth stifling and uncreative.

With this in mind, a fear has loomed large in the last few years that philanthropy is being set adrift from government aid, with dire consequences to follow. There is no question that government has cut its direct grants to not-for-profit organizations—$32 billion alone for the period 1982-86. Other services have been reduced by $115 billion, and the government's belief that corporate America would pick up the tab has proven to be illusory.

These cuts, and the fear they engender, may in fact be the rock that moved the avalanche. I am referring to a sedentary posture—only recently altered—among not-for-profit organizations and institutions living off government grants with little incentive for aggressive marketing and expansion of fund-raising efforts. Such organizations have begun to realize that an opportunity exists to tap more private funds, to motivate their constituencies to give, to manage carefully planned campaigns. Our member firms have never been more encouraged by clients shooting for higher goals, greater participation and clearer messages of what is needed, and why.

The year 1983 showed exactly how generous Americans can be, and how willing they are to support their culture and their heritage. Of the $64.9 billion given, $53.85 billion came from individuals, up an astonishing 11.1 percent over the previous year. This is most impressive when one considers the economic climate, which saw continued high unemployment and a slow move out of recession.

Foundation giving was up 9.4 percent to $3.4 billion and remained an important source of funds for institutions. Corporate giving topped $3.1 billion, a 5.1 percent rise over 1982. When taken with the knowledge that corporate profits were down the first half of the year and didn't turn up until the third and fourth quarters, the percentage increase is encouraging.

All in all, I am proud and gratified that our country continues in its "giving mode," and that our fund-raising consulting firms can facilitate the avenues of giving to important causes. It is easy to criticize a government or an industry and forget the people behind the structure. Winston Churchill, noting the imperfections of all types of government, said, "Democracy is the worst form of government except all those other forms that have been tried from time to time." Even that tough bulldog would agree that democracies are capable of great philanthropic works. And he would no doubt marvel at the recent charitable support given by the people of one such democracy called America.

Chairperson
American Association of
Fund-Raising Counsel

GIVING USA

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1983 PHILANTHROPY

Total Giving 1983
$64.93 billion

1983 Contributions (in billions)		Contributions as Percent of Total	
Individuals	$53.85	*Individuals*	82.9%
Bequests	$4.52	*Bequests*	7.0%
Foundations	$3.46	*Foundations*	5.3%
Corporations	$3.10	*Corporations*	4.8%

Religion	$31.03	*Religion*	47.8%
Health & Hospitals	$9.15	*Health & Hospitals*	14.1%
Education	$9.04	*Education*	13.9%
Social Welfare	$6.94	*Social Welfare*	10.7%
Arts & Humanities	$4.08	*Arts & Humanities*	6.3%
Civic & Public	$1.80	*Civic & Public*	2.8%
Other	$2.89	*Other*	4.4%

Americans donated a record-breaking $64.93 billion to a cross section of more than 300,000 charitable organizations, institutions and agencies in 1983, more than double the amount contributed as recently as seven years ago.

The new estimated total for giving in the United States represented a measure of real growth for most nonprofit organizations since the percentage increase was higher than the 3.2 percent rise in the government's cost-of-living index. Thus, 1983 was the

third consecutive year that the increase in giving was higher than the inflation rate.

The American Association of Fund-Raising Counsel said that the overall increase in charitable contributions during 1983 was 8.1 percent. But that growth is compared with $60.02 billion in total contributions made during 1982 which included a single bequest of $1.3 billion to the Getty Museum.

If the Getty bequest is discounted from the 1982 giving total (and it can reasonably be excluded since it will never reoccur), the growth in giving from 1982 to 1983 would be 10.6 percent.

But whatever the increase, the fact remains that the nation's charitable organizations continued to benefit from the generosity of Americans, their corporations and foundations.

The Association said that there were a number of positive factors influencing philanthropy in 1983, not the least of which was the rebounding of the general economy.

Unemployment was lower than the year before, and this enabled many to give more.

Contributions from individuals grew by more than 11 percent and totaled an estimated $53.85 billion. As a portion of all giving, individual contributions represented 82.9 percent.

Individuals, the Association said, contributed 1.96 percent of their personal income to charitable organizations during 1983 and that was up from the 1.86 percent a year before.

Bequests totaled $4.52 billion in 1983, a drop of 17.1 percent from the $5.45 billion in 1982. But with the large $1.3 billion gift from the Getty estate in 1982 there was no reason to expect that bequest giving would rise in 1983.

Still, as a portion of all philanthropy, bequests accounted for 7.0 percent last year. When combined with gifts from living individuals, that brought total individual giving to 89.9 percent of all philanthropy in the United States.

Giving from foundations increased by 9.4 percent, one of the largest gains in recent years. Boosted by an increase in assets—primarily because of a good year for securities—foundations gave a total of $3.46 billion to a cross section of nonprofit institutions, agencies and organizations. Foundation giving represented 5.3 percent of total philanthropy in 1983.

The nation's business corporations, which in 1983 faced a fourth consecutive year of declines in profits, still managed to increase their giving. In 1983 they donated a total of $3.10 billion—up 5.1 percent from 1982's revised total of $2.95 billion.

A turnaround in the earnings picture in the third and fourth quarters of the year accounted for some of the increase, but for the most part it was the corporate foundations that maintained the level of business giving. As a segment of total giving, corporations accounted for 4.8 percent, a little lower than in recent years.

There was considerable evidence that many of the nation's charitable organizations put an even greater emphasis on fund raising than they had in the past.

Of course, they had been doing that since 1981 when the federal budget reductions first became evident, and for the majority the fact that it paid off then is in all likelihood inspiring them to continue the effort. Many, apparently, made their cases well.

Religious organizations increased their share of total philanthropy in 1983 to 47.8 percent of total donations

and received $31.03 billion. That represented an increase of 10.6 percent, and it was the largest year-to-year jump of all the major recipient categories. With church attendance at a standstill—and that is the primary vehicle religions use to secure donations—a number of religious groups were turning toward professionals to help them in their quest for a greater share of the philanthropic dollar.

The nation's hospitals and health agencies received $9.15 billion from philanthropy in 1983, an increase of 8.8 percent from 1982. As a portion of all philanthropy in the United States, health giving represented 14.1 percent.

And 1983 represented the first time in five years that giving to health has been higher than giving to education.

Much of that change, however, can be attributed to two large gifts education had received in 1982—a $115 million bequest from the Mallinckrodt estate and a $30 million corporate gift from the Hearst Corporation.

With neither of them repeated in 1983 education still received a total of $9.04 billion, a 7.1 percent rise from 1982. More than $5.16 billion of that went to higher education. Totally, education received 13.9 percent of all philanthropic dollars in 1983, down only slightly from the share educational institutions received a year before.

Giving to social service organizations increased by 9.6 percent last year—and reached a record $6.94 billion. The United Way of America, the nation's largest social service fundraising organization, reported an increase of 9.5 percent in contributions from the total raised in 1982.

As a portion of all giving in 1983, social service organizations received 10.7 percent, a little higher than the year before.

Giving to the arts and humanities declined in 1983 to $4.08 billion, a drop of 17.7 percent. But the decrease was entirely attributable to the Getty gift made in 1982.

If the Getty gift were discounted, giving to the arts and humanities would have shown an 11.5 percent increase. Giving to the arts and humanities category of philanthropy accounted for 6.3 percent of all giving during 1983.

Organizations in the civic and public affairs category received a total of $1.80 billion in 1983, or 2.8 percent of total giving. That was an increase of 7.8 percent from 1982 levels.

Giving to the "other" category, which includes donations to agencies that primarily aid overseas causes, increased by $730 million to $2.89 billion in 1983, a rise of 33.8 percent from the $2.16 billion contributed in 1982.

A good portion of the increase was attributed to sponsorship—support—for the 1984 olympics, as well as individual donations for those events which are to be held in the summer of 1984 in Los Angeles.

SOURCES OF PHILANTHROPY

Individuals
Bequests
Foundations
Corporations

Giving by INDIVIDUALS

	Amount (billions)	Personal Income (billions)	Percent of Income
1970 . . .	$15.92	$ 801.3	1.99
1971 . . .	17.02	859.1	1.98
1972 . . .	18.19	942.5	1.93
1973 . . .	20.43	1,054.7	1.94
1974 . . .	22.33	1,154.7	1.93
1975 . . .	24.24	1,255.5	1.93
1976 . . .	26.57	1,381.6	1.92
1977 . . .	29.22	1,531.6	1.91
1978 . . .	32.79	1,717.4	1.91
1979 . . .	36.39	1,923.1	1.89
1980 . . .	39.78	2,160.2	1.84
1981 . . .	44.60	2,404.0	1.86
1982 . . .	48.47	2,578.6	1.88
1983 . . .	53.85	2,742.1	1.96

Individuals contributed a record-shattering $53.85 billion to a cross-section of more than 320,000 charitable organizations, institutions and agencies during 1983–the first time ever that donations from individuals have passed the $50 billion mark.

The American Association of Fund-Raising Counsel, which has tracked charitable giving each year for more than a quarter-century, said the estimated total for individual giving was higher than the gross national product of 86 of the world's nations, and more than the contributions from all sources that charitable groups had received as recently as three years ago.

As a portion of all charitable contributions–from bequests, foundations, corporations and individuals–in 1983, giving by living donors equalled 82.9 percent. A year ago, giving from individuals accounted for 80.7 percent of the total.

But the Association added that the results of giving during 1982 were skewed by a single bequest of $1.3 billion and if that gift was removed from the total, individuals would have accounted for 82.5 percent of all contributions made that year–or only a little less than the portion they accounted for in 1983.

Using personal income as a barometer–and only because that figure is the most common economic indicator against which personal giving has been traditionally measured–contributions by individuals in 1983 equalled 1.96 percent. That is the highest level since 1971 when individuals' contributions equalled 1.98 percent of personal income.

The U.S. Department of Commerce reported that personal income in 1983 reached $2,742.1 billion, an increase of six percent from the revised figure of $2,578.6 billion the year before.

But with the increase in giving by individuals at 11.1 percent, or nearly double the percentage rise in personal income, it was evident that the nation's charitable organizations were continuing to make headway which first became evident last year.

1983 was, for example, the second consecutive year that charitable organizations had any real gain. With inflation put at 3.4 percent by the U.S. Bureau of Labor Statistics, the real gain in contributions by individuals came to 7.7 percent.

The question, of course, is, what's changed?

For one thing, the economy. Inflation is down from the record double-digit numbers of 1979 and 1980. Inflation has a devastating effect on virtually everything that depends upon money, and obviously that included charitable organizations. Not only do the costs of administering charities in-

1982 Deductions for Charitable Contributions
by Size of Adjusted Gross Income

Size of Adjusted Gross Income	Contributions Deduction	
	Number of Returns	Amount (000)
All Returns, Total	30,774,238	$33,844,531
No Adjusted Gross Income		
$1 under $1,000	12,571	1,901
$1,000 under $2,000	37,879	9,960
$2,000 under $3,000	65,398	20,637
$3,000 under $4,000	97,799	27,377
$4,000 under $5,000	110,210	71,704
$5,000 under $6,000	163,102	61,537
$6,000 under $7,000	185,026	132,441
$7,000 under $8,000	269,088	154,337
$8,000 under $9,000	321,511	226,329
$9,000 under $10,000	397,536	288,793
$10,000 under $11,000	389,582	258,795
$11,000 under $12,000	323,293	165,325
$12,000 under $13,000	481,117	397,040
$13,000 under $14,000	556,769	420,698
$14,000 under $15,000	546,104	346,247
$15,000 under $16,000	552,245	445,048
$16,000 under $17,000	476,601	315,653
$17,000 under $18,000	578,640	417,037
$18,000 under $19,000	617,279	381,598
$19,000 under $20,000	656,218	433,118
$20,000 under $25,000	3,838,309	2,768,157
$25,000 under $30,000	4,452,599	3,260,445
$30,000 under $40,000	7,328,164	6,291,270
$40,000 under $50,000	4,107,055	4,718,018
$50,000 under $75,000	2,840,809	4,407,106
$75,000 under $100,000	658,356	1,661,164
$100,000 under $200,000	545,003	2,532,805
$200,000 under $500,000	136,860	1,701,611
$500,000 under $1,000,000	21,175	736,506
$1,000,000 or more	7,940	1,191,874
Taxable Returns, Total	29,013,410	$32,056,792
Nontaxable Returns, Total	1,760,828	$ 1,787,739

Source: Internal Revenue Service

crease, but it becomes harder to get contributions since the average individual is being squeezed by the same inflation.

Contributions, at least those from middle and upper-middle-income earners, come primarily from discretionary income, not from personal income or from disposable income.

Discretionary income is what is left of disposable income after the bills have been paid. And with high inflation, for most there is not much left and, therefore, not much to give away.

Aside from inflation, most of the nation's nonprofit groups have been conditioned to keep an increasing emphasis on their fund-raising capacity. This began in 1981 when many of them expected drastic cuts in the support they received from federal sources. At the same time demands for serv-

ices were growing at a rapid pace, again because of federal reductions in services traditionally furnished by government and to a lesser extent, by charitable organizations.

Early in 1984, the AAFRC recalculated individual giving for 1982 based on new data from the Internal Revenue Service.

Those statistics showed that in 1982 both the number of contributors and the amounts given grew over 1981.

Totally, there were 30.8 million individual income tax returns with itemized deductions for charitable contributions filed for 1982, compared with 29.0 million the year before–representing an increase of 6.1 percent.

Interestingly, the largest percent increase in returns with a contributions deduction was among those making a million dollars and more in 1982, up 60 percent to a total of 8,162 from 5,105 in 1981.

And contributions from those millionaires grew too, from $1.1 billion in 1981 to $1.2 billion a year later. But the average contribution–determined by dividing the total given by the number of individuals making contributions in each income category–dropped by 29.2 percent between 1981 and 1982 for those with adjusted gross incomes of more than $1 million.

And while the totals given by individuals increased–by an average of 8.8 percent overall–the average contributions per return decreased in virtually every income category with adjusted gross incomes of $50,000 and above.

Significant declines were in the income groups between $200,000 and a million and more.

But it is important to remember that the declines were evident only because there were more taxpayers in those income groups in 1982 than 1981. And to arrive at an average for an income group the number of taxpayers must be divided into the total given by the particular income group.

An examination of contributions by income class, from the IRS data, shows that the amounts contributed by those with income of less than $10,000 grew total of 13.6 percent; by 11.4 percent for those with $50,000 to $100,000 incomes; and by 10.5 percent for individuals with incomes of between $30,000 and $50,000.

There was a drop of 2.3 percent in

Preliminary Itemized Deductions–1982 Individual Tax Returns

Adjusted Gross Income	Medical, Dental	State, Local Taxes	Interest Paid	Charitable Contributions
$ 10,000-$ 12,000	$1,638	$ 1,063	$ 2,589	$ 595
$ 12,000-$ 16,000	1,236	1,263	2,455	753
$ 16,000-$ 20,000	890	1,478	2,549	662
$ 20,000-$ 25,000	909	1,831	2,966	721
$ 25,000-$ 30,000	752	2,058	3,195	732
$ 30,000-$ 40,000	687	2,576	3,596	859
$ 40,000-$ 50,000	843	3,238	4,483	1,149
$ 50,000-$ 75,000	897	4,575	6,242	1,551
$ 75,000-$100,000	972	6,919	8,719	2,523
$100,000-$200,000	1,557	10,120	13,915	4,647

Source: Internal Revenue Service

Charitable Deduction by Itemizers
Comparison of Tax Years 1981 and 1982

Number of Returns with Contributions Deductions

	1981	1982	% Change
Total Returns	$28,995,858	$30,759,612	+ 6.1
Under 10K	1,402,426	1,640,315	+17
10K-15K	2,175,576	2,360,085	+ 8.5
15K-30K	11,333,138	11,495,234	+ 1.4
30K-50K	10,331,352	11,066,364	+ 7.1
50K-100K	3,136,016	3,501,855	+11.7
100K-200K	485,159	533,274	+10
200K-500K	112,822	134,665	+19.4
500K-1MIL	14,264	19,658	+37.8
OVER 1MIL	5,105	8,162	+60

Source: Internal Revenue Service

the contributions made by individuals with incomes of between $200,000 and $500,000 and a decline of 2.1 percent in the total amount given by those with incomes of between $500,000 and a million.

But there was a 13.2 percent jump in the total amount given by those with incomes of more than a million dollars.

When the AAFRC revised its giving figure for 1982, it used the raw IRS data for itemizers–$33.5 billion–and added to that contributions from non-itemizers. Utilizing a formula developed through a series of studies conducted by the Gallup Organization, the newly-revised total took into account a ratio of giving for itemizers versus non-itemizers in the same income brackets. This ratio gave a total of $14.98 billion contributed by the 70 percent of American taxpayers who do not itemize federal income tax returns, or total giving by individuals in 1982 of $48.47 billion–$200 million less than AAFRC's original estimate.

For 1983, the Internal Revenue Service expects close to 97 million tax returns, compared with 95.3 million received in 1982. IRS also anticipates a continued growth in the number of itemizers who take a contributions deduction.

The AAFRC's estimate for individual giving in 1983 is based on increases reported to the Association by organizations that receive significant support from individuals. The United Way of America, as an example, reported that its campaigns in 1983 were 9.5 percent above their levels a year ago. Both public broadcasting stations and theatres, as well as religious organizations, colleges and health agencies, also reported significant rises in the amounts of support they received from individuals in 1983.

The Council for Financial Aid to Education did report a very slight decline in giving to colleges and universities by alumni, and while this was taken into account in estimating overall growth in individual giving, the decline was not very significant.

The vast majority of the organizations that reported advances in support from individuals attributed the growth to a number of factors, not the

Amount (in 000's)			Average Contribution Per Return (in dollars)		
1981	1982	% Change	1981	1982	% Change
$30,800,722	$33,498,098	+ 8.8	$ 1,062	$ 1,089	+ 2.5
825,655	938,207	+13.6	589	572	− 2.9
1,445,121	1,583,666	+ 9.6	664	671	+ 1.1
7,695,924	8,336,285	+ 8.3	679	725	+ 6.8
9,495,148	10,496,116	+10.5	919	948	+ 3.2
5,503,085	6,130,777	+11.4	1,754	1,751	− 0.2
2,352,371	2,441,545	+ 3.8	4,849	4,578	- 5.6
1,681,088	1,642,844	− 2.3	14,900	12,199	−18.1
731,573	716,247	− 2.1	51,288	36,435	−30.0
1,070,756	1,212,410	+13.2	209,747	148,543	−29.2

least of which was a continuation of seeking support through more aggressive fund-raising programs. Many organizations that had relied on only one form of appeal–direct mail, as an example–expanded into other areas such as direct solicitations and telephone campaigns.

The continuing improvement in the economic climate of the nation with employment rebounding–particularly in key industrial centers–coupled with only a moderately low inflation rate, meant that more individuals had more discretionary income, and that resulted in more contributions.

In an analysis of what happened in 1983, it was evident that competition for philanthropic dollars increased substantially in 1983, as a growing number of nonprofit organizations launched new and often more sophisticated fund-raising programs.

A survey conducted by the Fund Raising Institute found that nearly 75 percent of the institutions responding said that income from annual giving programs had been higher, in 1983 than the year before. Of that group, close to 16 percent reported the income to be much higher, and only 4.3 percent said income from annual giving appeals was lower than in 1982.

A year before, almost 9 percent said income had been lower.

FRI reported that nearly 5 percent of the responses to its survey could not be used because the programs on which they reported were too new to produce any comparative results. This is one indication of how comprehensive the field has become.

Giving by BEQUEST

	Amount (Billions)
1970	$2.13
1971	3.00
1972	2.10
1973	2.00
1974	2.07
1975	2.23
1976	2.36
1977	2.99
1978	2.60
1979	2.23
1980	2.86
1981	3.49
1982	5.45
1983	4.52

America's charitable organizations, institutions and agencies received an estimated $4.52 billion in bequests during 1983—a drop from the previous year but considerably more than any time other than 1982.

The American Association of Fund-Raising Counsel said that the total given through bequests was 17 percent less than the $5.45 billion in 1982.

But during that year the total was boosted by a single gift of $1.3 billion from the estate of Paul Getty to a museum in California bearing his name and by $115 million given by the estate of Edward Mallinckrodt, Jr., to two colleges.

If the Getty bequest were discounted from the 1982 total, bequest giving would reflect an increase of 8.9 percent in 1983, the AAFRC said.

The association reported that over the past few years there has been considerable evidence of increasing efforts by charitable organizations to secure bequests upon the death of a donor. Many large organizations—and some small ones, too—have begun planned giving programs and expanded upon annuities and deferred-giving programs to enable even a medium-income individual to leave a legacy to charitable organizations.

Bequests have been boosted by inflation—the increase in the value of personal property—particularly real estate and securities holdings—has worked to the benefit of those organizations that are left the property in the wills of individuals.

Generally, it is believed that with the increasing emphasis that philanthropic organizations are placing on deferred giving, and with the increasing value of personal property, bequests will grow as a portion of all charitable giving in the United States.

The AAFRC said that in 1983 bequests accounted for 6.9 percent of all philanthropy—a figure that varies from year to year simply because of the nature of bequests.

The association's total for bequest giving is based on reports from charitable organizations which receive bequests each year and from a tabulation of large bequests of more than $1 million each.

In 1983 the association tabulated a total of $127.15 million in large bequests. A year before, excluding the Getty bequest and the Mallinckrodt gifts, the AAFRC recorded a total of $94.8 million in large bequests. The 1983 increase was 34.1 percent.

The Council for Financial Aid to Education recorded a total of $453.7 million in bequests to colleges and independent schools for the 1982-83 school year, and that represented a decline from the previous year's total.

But when Mallinckrodt's $115 million bequests are excluded from the

1982 total, the bequest giving to the colleges and schools would show an increase of 5.8 percent.

An analysis of major national health agency giving during 1983 shows that there was an increase of 4.0 percent in the bequests they received over 1982.

Large Bequests (1983)

Nobel J. Dick—
$15 million to Duquesne University
Natalie Guggenheim Short—
$13 million to Mount Sinai Medical Center
Dwight F. Benton—
$6 million to University of Michigan
Harold F. Johnson—
$5.7 million to Hampshire College
Warren Wright—
$5.4 million to University of Miami
Warren Wright—
$5.3 million to University of Chicago
Temple Hoyne Buell—
$5 million to Columbia University
Mr. & Mrs. Walter Huff, Jr.—
$5 million to Monmouth College
Margaret Bloom—
$4.5 million to University of Illinois at Urbana-Champaign
William Harris—
$3.5 million to University of Oregon
Dr. Winfield W. Scott—
$3 million+ to University of Rochester
Charlotte Killman Wright Brown—
$3 million to Goucher College
Eldon R. Siehl—
$3 million to University of Minnesota
Lucy Withers Armour—
$3 million to University of Virginia
Sara Delfund Deutschman—
$3 million to Harvard School of Dental Medicine
Charles W. &
Margret Henningson Durham—
$3 million to Iowa State University
Sam P. Hern—
$3 million to University of Florida
George B. Knox—
$2.7 million to Bowdoin College
Doris Chenault—
$2.5 million (land) to Centre College of Kentucky
Ruth Davis—
$2.2 million to California Community Foundation
Helen T. Farrell—
$1.75 million to Fairfield University
F. Patrick Burns—
$1.9 million to Loyola Marymount University
Bernice A. Nelson—
$1.9 million (land) to University of Texas
Marion DuPont Scott—
$1.6 million to University of Virginia
Harold C. Good—
$1.5 million to Goshen College
Walter Rutman—
$1.5 million to Worcester Polytechnic Institute
William J. S. Carey—
$1.5 million to Damon Runyon-Walter Winchell Cancer Fund
Madeline M. Kaiser—
$1.3 million to University of Southern California
Dr. M. Winfield Scott—
$1.3 million to University of Rochester
Major General James F. Powell—
$1.3 million to Virginia Polytechnic Institute & State University
Mary Brown Zahniser—
$1.2 million to Lake Erie College
James M. & Catherine T. Patten—
$1.2 million to University of Colorado
Anonymous—
$1.2 million to St. Helena Hospital & Health Center
Ray W. Replogle—
$1.2 million to Pacific University
Alice Cunningham Lacey—
$1 million to Radcliffe College
Jack H. Pearlstone, Jr.—
$1 million to Goucher College
Jeannette L. Windegger—
$1 million to St. Louis University
Della Doidge—
$1 million (prop.) to Cottey College
Mrs. Lyda G. Ebert—
$1 million to Duke University Comprehensive Cancer Center
Stanford Smith—
$1 million to DePauw University
Halford B. Kneale—
$1 million to DePauw University
Thomas T. Hoopes—
$1 million to Howard University
Minnie Huffman Reddish—
$1 million+ to Meredith College
Ina Wornick Mills—
$1 million to Milliken University

A. O. & Lillian Stewart—
$1 million to Sioux Falls College
Henry Gilbert—
$1 million to
Suffolk County Community College
Irene K. Woodruff—
$1 million to Agnes Scott College

Giving by FOUNDATIONS

	Amount (Billions)
1970	$1.90
1971	1.95
1972	2.00
1973	2.00
1974	2.11
1975	1.65
1976	1.90
1977	2.00
1978	2.17
1979	2.42
1980	2.81
1981	3.07
1982	3.16
1983	3.46

Foundations contributed an estimated $3.46 billion to a wide assortment of charitable organizations, institutions and agencies during 1983, a new record.

The American Association of Fund-Raising Counsel reported that foundation giving, as a portion of total philanthropy, represented 5.3 percent in 1983, compared with 5.2 percent the year before.

The foundation total, the association said, does not include giving from corporate foundations, rather that is included in the corporate philanthropy figure.

The AAFRC revised its foundation giving figure for 1982 to $3.16 billion, a little higher than the $3.15 billion it had estimated last year. The total foundation giving figure for 1981 was also revised upward to $3.07 billion, from the $3.06 billion originally reported. Both revisions were made when later data from The Foundation Center became available.

The new total for foundation giv-

ing, the association said, represented an increase of 9.5 percent from the amount foundations gave in 1982 and it was significantly higher than the 2.9 percent rise registered between 1981 and 1982.

The percentage increase—which was not a record—was, however, significant, since it came during a year when the majority of large foundations questioned by AAFRC reported they had not experienced any noteworthy increase in requests for funding.

In both 1981 and 1982 most of the foundations had reported a substantial increase in requests—primarily because the agencies they received the requests from had either already experienced cuts in federal assistance or feared cuts would come.

Last year, however, only 38 percent of the foundations responding to an AAFRC survey said they had received more requests for grants than the year before. The increase ran anywhere from eight percent above the previous year to 40 percent higher, with most of the foundations answering affirmatively saying that the requests they received were running between 10 and 20 percent ahead of 1982.

The new requests, most of the foundations receiving them responded, were from social service agencies. Whether this reflected a spillover from 1982 is difficult to conclude since no record was kept of which foundations had received more or less requests in which year.

The AAFRC's estimate for foundation giving is based on reports it receives from a number of foundations it surveys each year. They are not necessarily the largest, nor are they listed in any particular order, although they do include some of the larger foundations in America. In addition to the foundations actually surveyed, the association uses increases or decreases in foundation support reported by key charitable organizations as a factor in its estimate for total foundation giving.

Overall trends among foundations are obtained from data supplied by The Foundation Center. Each year, the Center analyzes the most recent transaction tape from the Internal Revenue Service's Exempt Organization Master File.

The most recent statistics show there are 21,967 currently active grantmaking foundations in the United States with combined assets of nearly

General Foundation Funding Trends, 1980–1983*

Category	1980 Amount	%	1981 Amount	%	1982 Amount	%	1983 Amount	%
Cultural Activities	$ 160,793,884	13.5	$ 192,559,945	15.3	$ 208,717,410	14.0	$ 277,306,737	15.4
Education	266,431,412	22.4	265,851,305	21.1	355,630,604	23.9	286,005,941	16.0
Health	298,918,710	25.1	282,531,602	22.5	312,068,761	20.9	389,520,571	21.7
Religion	28,718,935	2.4	24,678,672	2.0	27,907,365	1.9	37,503,575	2.1
Science	75,466,392	6.4	86,727,544	6.9	96,280,905	6.5	160,917,379	9.0
Social Science	67,977,493	5.7	75,431,276	6.0	102,362,933	6.9	132,062,310	7.4
Welfare	292,492,972	24.5	329,275,755	26.2	387,278,277	25.9	509,202,800	28.4
TOTAL	$1,190,799,798	100.0	$1,257,056,099	100.0	$1,490,246,255	100.0	$1,792,519,313	100.0

**Dates correspond with year grants were reported to The Foundation Center; generally most grants were authorized or paid in the preceding year.*

Source: Foundation Grants Index, 13th Edition (The Foundation Center, 1984)

$48 billion.

The greatest share of assets—$41.5 billion—is held by independent foundations.

The American Association of Fund-Raising Counsel said foundation assets were up sharply in 1983 from their 1982 levels and the increase in asset values were a significant factor in the decision of many of the nation's foundations to increase their grant making levels.

Most American foundations have considerable holdings in the securities markets and in 1983 the market reached new heights. Closing at 1,258.64 at the end of the year, the Dow Jones average mirrored substantial gains in the value of holdings by institutional investors for the year. The closing was up 212.10 from that of 1982.

Reflecting this, the foundations surveyed by AAFRC reported the value of their assets at $19.4 billion, up 14.1 percent from the $17.0 billion reported by the same foundations at the end of 1982.

Those same foundations reported they made a total of $883.8 million in grants during 1983, and that was a modest increase from the $877.2 million they had given in 1982.

There are only 67 foundations in the nation with assets of $100 million or more but they account for nearly one-third of the total value of all grants made each year. Most foundations have assets of anywhere between $100,000 and $250,000 and in the most recent analysis, they made grants totaling $103.3 million.

The Foundation Center reported that its Grants Index, which records grants of $5,000 and more, covers 32,165 grants made by 465 major foundations.

Following a general trend at the beginning of 1980, the foundations continued to place some strong emphasis on general welfare programs, a category which currently accounts for 28.4 percent of the total dollars reported. A year ago, the same category accounted for 25.9 percent of total dollars. The general welfare category in 1983 received $509.2 million from the foundations—an increase of 31.5 per-

Reported Grants Designated for Special Population Groups

	Dollar Amount	%	No. of Grants	%
Aged	38,958,611	2.2	763	2.4
Alcohol and Drug Abusers	9,413,252	0.5	252	0.8
Children and Youth	181,303,293	10.1	4,473	13.9
Criminal and Ex-Offenders	9,347,404	0.5	255	0.8
Handicapped	35,456,271	2.0	1,149	3.6
Men and Boys	22,413,400	1.3	562	1.7
Minorities (General)	29,002,670	1.6	578	1.8
Asian-Americans	1,931,565	0.1	79	0.2
Blacks	46,275,988	2.6	725	2.3
Hispanics	17,333,475	1.0	418	1.3
Native-Americans	5,743,278	0.3	179	0.6
Women and Girls	49,884,209	2.8	1,282	4.0

Source: Foundation Grants Index, 13th Edition

Analysis of Grantmaking Foundations by Assets

Asset Category	No. of Foundations	Total Assets	Gifts Received	Total Grants
$100 million +	67	$20,099,143,376	$ 474,758,307	$ 982,347,410
$50 million-$99,999,999	77	5,332,192,436	154,446,641	338,734,526
$10 million-$49,999,999	492	9,736,629,661	633,948,085	889,884,613
$5 million-$9,999,999	507	3,562,664,444	229,517,501	358,579,468
$1 million-$4,999,999	2,579	5,660,084,369	406,265,787	623,036,994
$500,000-$999,999	1,922	1,362,318,354	153,948,283	183,625,306
$250,000-$499,999	2,515	891,195,898	99,974,848	140,765,897
$100,000-$249,999	3,718	602,802,788	89,517,220	103,273,264
$50,000-$99,999	2,659	192,321,213	46,211,671	54,304,583
$25,000-$49,999	2,251	82,220,806	28,874,934	32,659,481
$10,000-$24,999	2,102	35,505,394	19,675,822	24,882,618
Under $10,000	3,078	10,242,413	55,150,894	62,496,247
TOTAL	**21,967**	**$47,567,321,152**	**$2,392,289,993**	**$3,794,590,407**

Analysis of Grantmaking Foundations by Grants

Grant Category	No. of Foundations	Total Grants	Total Assets	Gifts Received
$25 million +	14	$ 586,853,305	$ 8,959,858,839	$ 139,690,610
$10 million-$24,999,999	34	483,467,302	5,483,843,714	244,851,170
$5 million-$9,999,999	64	457,519,005	6,616,107,228	357,893,931
$1 million-$4,999,999	468	956,089,487	10,430,373,711	404,527,280
$500,000-$999,999	531	374,793,261	4,244,377,473	300,789,386
$100,000-$499,999	2,772	594,967,180	7,003,429,145	562,764,173
$50,000-$99,999	2,048	143,746,277	1,828,712,867	139,404,573
$25,000-$49,999	2,675	95,165,067	1,190,154,651	87,907,247
$5,000-$24,999	7,201	89,505,300	1,291,507,766	119,945,629
Under $5,000	6,160	12,484,223	518,955,758	34,515,994
TOTAL	**21,967**	**$3,794,590,407**	**$47,567,321,152**	**$2,392,289,993**

Analysis of Grantmaking Foundations by Type

Type of Foundation	No. of Foundations	Total Assets	Total Gifts Received	Total Grants Paid
Private Non-operating	21,263	$43,783,946,946	$2,126,910,080	$3,549,287,436
Private Operating*	496	1,609,040,111	76,722,295	62,689,448
Community	208	2,174,334,095	188,657,618	182,613,523
TOTAL	**21,967**	**$47,567,321,152**	**$2,392,289,993**	**$3,794,590,407**

**NOTE: Does not include 888 Private Operating Foundations which did not award any grants in the year of record. These foundations hold combined assets of $1,998,269,214 and received total gifts of $148,443,380.*

Source: The National Data Book, 8th Ed. (Foundation Center, 1983) 1981 Data.

cent from the $387.3 million organizations in that category received in 1982.

According to data from the Grants Index, the number of grants made to the general welfare category increased only slightly from 33.2 percent of the total number in 1982 to 34.1 percent of the total number in 1983.

There was a significant increase in the portion of dollars allocated for environmental programs and conservation, with foundation giving to that

Distribution of Grants by Subject Categories Reported in 1981, 1982 and 1983 Volumes

Subject	Dollar Value of Grants 1981 Amount	%	1982 Amount	%	1983 Amount	%	Number of Grants 1981 No.	%	1982 No.	%	1983 No.	%
CULTURAL ACTIVITIES												
General	$ 52,323,219	4.2	$ 37,171,417	2.5	$ 69,046,584	3.9	776	3.5	778	2.9	1,075	3.3
Art & Architecture	43,139,967	3.4	57,375,743	3.8	48,833,377	2.7	554	2.5	683	2.5	745	2.3
History	12,772,923	1.0	17,495,696	1.2	22,500,034	1.3	360	1.6	401	1.5	461	1.4
Language & Literature	20,066,708	1.6	12,373,622	0.8	20,486,702	1.1	302	1.4	347	1.3	405	1.3
Media & Communications	20,915,886	1.7	23,295,963	1.9	40,153,676	2.2	399	1.8	563	2.1	591	1.8
Music	24,513,970	1.9	35,675,627	2.4	47,451,305	2.6	799	3.6	892	3.3	1,012	3.2
Theatre & Dance	18,827,272	1.5	20,329,342	1.4	28,835,059	1.6	688	3.0	771	2.8	862	2.7
TOTAL CULTURAL ACTIVITIES	**192,559,945**	**15.3**	**208,717,410**	**14.0**	**277,306,737**	**15.4**	**3,878**	**17.4**	**4,435**	**16.4**	**5,151**	**16.0**
EDUCATION												
General	22.764.612	1.8	20,026,578	1.3	13,971,580	0.8	506	2.3	490	1.8	422	1.3
Adult & Continuing	9,867,033	0.8	10,878,823	0.7	8,240,345	0.5	122	0.5	149	0.5	99	0.3
Elementary & Secondary	46,130,529	3.7	58,788,501	4.0	56,378,800	3.1	997	4.5	1,193	4.4	1,234	3.8
Higher (General)	181,576,053	14.4	258,771,164	17.4	200,108,854	11.2	2,717	12.2	3,122	11.5	3,808	11.8
Vocational	5,513,078	0.4	7,165,538	0.5	7,306,362	0.4	164	0.4	191	0.7	212	0.7
TOTAL EDUCATION	**265,851,305**	**21.1**	**355,630,604**	**23.9**	**286,005,941**	**16.0**	**4,506**	**20.2**	**5,145**	**18.9**	**5,775**	**17.9**
HEALTH												
General	15,445,092	1.2	6,641,197	0.4	22,932,617	1.3	224	1.0	202	0.7	307	1.0
Medical & Health Education	67,511,595	5.4	76,692,261	5.2	65,167,373	3.6	587	2.6	637	2.3	627	1.9
Medical Care & Treatment	118,571,590	9.5	146,509,509	9.8	138,492,281	7.7	1,750	7.8	1,995	7.4	2,130	6.6
Medical Research	53,290,926	4.2	49,434,572	3.3	92,575,793	5.2	569	2.6	798	2.9	757	2.4
Mental Health	14,254,591	1.1	16,493,486	1.1	25,162,308	1.4	446	2.0	503	1.9	559	1.7
Public Health	13,457,808	1.1	16,297,736	1.1	45,190,199	2.5	170	0.8	449	1.7	967	3.0
TOTAL HEALTH	**282,531,602**	**22.5**	**312,068,761**	**20.9**	**389,520,571**	**21.7**	**3,746**	**16.8**	**4,584**	**16.9**	**5,347**	**16.6**
RELIGION												
General	9,330,573	0.8	18,182,170	1.2	24,928,597	1.4	232	1.0	448	1.7	466	1.5
Religious Education	15,348,099	1.2	9,725,195	0.7	12,574,978	0.7	172	0.8	147	0.5	198	0.6
TOTAL RELIGION	**24,678,672**	**2.0**	**27,907,365**	**1.9**	**37,503,575**	**2.1**	**404**	**1.8**	**595**	**2.2**	**664**	**2.1**

SCIENCE												
General	22,689,341	1.8	26,706,751	1.8	25,256,599	1.4	229	1.0	279	1.0	313	1.0
Life Sciences	31,027,168	2.5	32,017,382	2.2	44,595,830	2.5	325	1.5	450	1.7	486	1.5
Physical Sciences	17,776,009	1.4	19,769,417	1.3	23,361,182	1.3	399	1.8	490	1.8	497	1.6
Technology	15,235,026	1.2	17,787,355	1.2	67,703,768	3.8	315	1.4	425	1.6	747	2.3
TOTAL SCIENCE	**86,727,544**	**6.9**	**96,280,905**	**6.5**	**160,917,379**	**9.0**	**1,268**	**5.7**	**1,644**	**6.1**	**2,043**	**6.4**
SOCIAL SCIENCE												
General	22,981,978	1.8	25,784,944	1.7	34,693,880	1.9	316	1.4	323	1.2	310	1.0
Anthropology	944,350	0.1	1,094,074	0.1	6,491,069	0.4	19	0.1	30	0.1	85	0.3
Economics	12,695,560	1.0	12,964,509	0.9	18,912,147	1.1	260	1.2	316	1.2	394	1.2
Law & Legal Education	12,343,675	1.0	12,484,662	0.8	13,021,894	0.7	218	1.0	273	1.0	275	0.8
Political Science	26,465,713	2.1	50,034,744	3.4	58,943,320	3.3	460	2.0	762	2.8	1,161	3.6
TOTAL SOCIAL SCIENCE	**75,431,276**	**6.0**	**102,362,933**	**6.9**	**132,062,310**	**7.4**	**1,273**	**5.7**	**1,704**	**6.3**	**2,225**	**6.9**
WELFARE												
General	73,616,556	5.9	94,349,790	6.3	114,965,578	6.4	2,488	11.1	3,010	11.1	3,317	10.3
Business & Employment	37,485,732	3.0	44,857,620	3.0	56,472,201	3.2	692	3.1	1,066	3.9	1,485	4.6
Community Affairs	80,868,899	6.4	95,983,953	6.4	110,261,434	6.1	1,685	7.6	1,934	7.1	2,237	7.0
Consumer Interests	479,061	0.0	770,894	0.1	845,118	0.0	22	0.1	35	0.1	31	0.1
Crime & Law Enforcement	10,371,000	0.8	12,078,111	0.8	12,255,146	0.7	207	0.9	303	1.1	319	1.0
Environment & Conservation	46,271,003	3.7	49,139,127	3.3	91,726,191	5.1	589	2.6	780	2.9	964	3.0
Equal Rights & Legal Services	16,088,325	1.3	20,037,518	1.3	23,200,303	1.3	361	1.6	452	1.7	594	1.8
Recreation	38,886,934	3.1	44,252,310	3.0	47,555,635	2.7	774	3.5	934	3.5	1,097	3.4
Rural Development	7,050,832	0.6	6,323,660	0.4	9,332,066	0.5	89	0.4	112	0.4	149	0.5
Urban Development	18,157,363	1.4	19,485,294	1.3	42,589,128	2.4	340	1.5	388	1.4	767	2.4
TOTAL WELFARE	**329,275,755**	**26.2**	**387,278,277**	**25.9**	**509,202,800**	**28.4**	**7,247**	**32.4**	**9,014**	**33.2**	**10,960**	**34.1**
TOTAL GRANTS	**$1,257,056,099**	**100.0**	**$1,490,246,255**	**100.0**	**$1,792,519,313**	**100.0**	**22,322**	**100.0**	**27,121**	**100.0**	**32,165**	**100.0**

Source: Foundation Grants Index, 13th Edition

category rising to $91.7 million in 1983 from $49.1 million the year before.

The Foundation Center said the increase was due in large part to a $25 million gift from the Richard King Mellon Foundation for the National Wetlands Conservation Project and a $15 million grant from the John D. and Catherine T. MacArthur Foundation to The World Resources Institute for Research on policies affecting world resources and environment.

Despite modest increases in 1982, giving from foundations to education has been dropping as a portion of the total since 1979.

During 1983, education grants accounted for only 16 percent of the total foundation dollars reported in the Grants Index with the largest drop occurring in the area of general higher education grants.

Totally, the index recorded $286.0 million to the category of education, and that represented a decline of 19.6 percent from the $355.6 million organizations in the same category received during 1982.

In that year, giving to the education category represented 23.9 percent of all the foundation dollars. The index recorded a total of 5,775 grants to the education category in 1983, up slightly from the 5,145 the year before. However, as a portion of the total number of grants 1983 was down—17.9 percent of all grants made compared with 18.9 percent in 1982.

The Foundation Center reported that the downward trend is somewhat alleviated by the increasing portion of foundation dollars allocated for research in education in the specific areas of sciences and social sciences. Both of those areas showed significant increases in 1983.

The science category received a total of $160.9 million, or 9.0 percent of all foundation dollars given in 1983, compared with $96.3 million, or 6.5 percent of the total, in 1982. The number of grants made to the science category also increased in 1983, and reached 2,043 compared with 1,644 in 1982.

The social science category received a total of $132.1 million in 1983, an increase of 29.0 percent from the $102.4 million given by foundations the year before. As a portion of all dollars given in 1983, social science received 7.4 percent compared with 6.9 percent the year before. The number of grants given to the social science category also increased to 2,225 in 1983 from 1,704 in 1982.

An analysis of the Grants Index showed that giving to health programs has remained fairly constant over the last five years averaging anywhere between 21 and 23 percent of total foundation giving.

In 1983 grants grew by 24.8 percent and reached $389.5 million or 21.7 percent of all the dollars given by the foundations.

A year earlier grants to the health category totalled $312.1 million, or 20.9 percent of the total.

The number of grants to health organizations increased in 1983 to 5,347 from the 4,584 in 1982. As a percent of total number of grants made to all categories in 1983, the health category received 16.6 percent, while a year earlier it received 16.9 percent.

There was a slight decline, however, in the percentage of dollars allocated to medical care and treatment and for medical and health education in 1983, but an increase in the proportion of funds awarded for medical research and public health programs.

The category of medical care and

Distribution of Reported Grants by Recipient Organization Type in 1981, 1982 and 1983 Volumes

	Dollar Value of Grants						Number of Grants					
	1981		1982		1983		1981		1982		1983	
	Amount	%	Amount	%	Amount	%	No.	%	No.	%	No.	%
Educational Institutions	514,512,965	41.0	634,449,836	42.5	608,239,491	33.9	6,981	31.2	8,316	30.6	9,454	29.4
Private Universities & Colleges	278,392,797	22.2	345,366,282	23.1	322,680,560	18.0	3,403	15.2	3,919	14.4	4,484	13.9
Public Universities & Colleges	88,312,669	7.0	127,045,203	8.5	107,300,608	6.0	1,459	6.5	1,724	6.4	2,172	6.8
Graduate Schools	92,033,023	7.3	84,740,767	5.7	119,747,672	6.6	890	4.0	1,114	4.1	1,229	3.8
Junior/Community Colleges	3,405,773	0.3	4,388,085	0.3	5,395,142	0.3	73	0.3	91	0.3	139	0.4
Schools	52,368,733	4.2	72,909,499	4.9	53,115,509	3.0	1,156	5.2	1,468	5.4	1,430	4.5
Direct Service Agencies	207,672,799	16.5	276,505,434	18.5	403,070,955	22.5	5,981	26.8	7,981	29.4	9,600	29.8
Hospitals & Medical Care Facilities	114,774,092	9.1	120,452,426	8.1	130,261,394	7.3	1,489	6.7	1,660	6.1	1,896	5.9
Research Institutes	91,039,640	7.2	77,373,178	5.2	165,034,708	9.2	992	4.2	1,101	4.1	1,357	4.2
Associations & Professional Societies	70,088,978	5.6	94,834,012	6.3	133,740,765	7.5	1,883	8.4	2,600	9.6	3,589	11.2
Museums & Historical Societies	60,706,283	4.8	88,175,431	5.9	88,120,853	4.9	904	4.0	1,134	4.2	1,258	3.9
Performing Arts Groups	45,409,159	3.6	60,610,977	4.1	82,162,693	4.6	1,424	6.4	1,668	6.1	1,910	5.9
Government Agencies	36,850,553	2.9	47,394,184	3.2	46,104,391	2.6	518	2.3	669	2.5	835	2.6
Community Funds	36,140,525	2.9	42,982,909	2.9	60,387,239	3.4	608	2.7	178	2.7	993	3.1
Libraries	33,308,912	2.7	26,511,466	1.8	36,939,705	2.1	358	1.6	370	1.4	378	1.2
Churches & Temples	10,513,774	0.8	24,800,332	1.7	24,341,632	1.4	284	1.3	572	2.1	539	1.7

Source: Foundation Grants Index, 13th Edition

treatment received a total of $138.5 million in 1983 or 7.7 percent of all the dollars given, compared with $146.5 million in 1982, or 9.8 percent of the total.

Medical and health education received $65.2 million in 1983, or 3.6 percent of all the dollars given by the foundations, compared with $76.7 million, or 5.2 percent of the total, a year earlier.

Cultural activities accounted for roughly 13 percent of foundation dollars through the late 1970's but there has been a slight upward trend in recent years.

In 1981 the proportion of funds allocated for cultural activities rose to 15.3 percent of total dollars reported. Foundation grants to cultural activities slipped to 14.0 percent of the total in 1982, and in 1983 giving to cultural activities accounted for 15.4 percent of the total given by foundations.

Grants to the cultural activities category rose to $277.3 million and that represented an increase of 32.9 percent from the 1982 level of $208.7 million.

The Index showed that there were a total of 5,151 grants made to the cultural activities category in 1983 compared with 4,435 in 1982.

The factor that boosted the total for grants to cultural activities was the creation of the National Arts Stabilization Fund with major grants from the Ford Foundation and the Andrew W. Mellon Foundation. The establishment of the fund also gave some indication of the importance that foundations are placing on cultural activities for the future.

An examination of the distribution of grants by types of recipient organizations shows many of the same patterns.

Analysis of Grant-making Foundations by State

State	No. of Foundations	Percent	Assets (market value)	Percent	Total Giving	Percent	Gifts Received	Percent
Alabama	157	0.7	104,769,652	0.2	8,003,690	0.2	3,459,558	0.1
Alaska	10	*	3,658,022	*	588,623	*	751,599	*
Arizona	125	0.6	90,867,443	0.2	8,253,094	0.2	6,742,753	0.3
Arkansas	123	0.6	93,016,598	0.2	7,268,836	0.2	6,965,486	0.3
California	1654	7.5	4,331,363,880	9.1	365,521,596	9.6	494,216,967	20.7
Colorado	220	1.0	497,331,110	1.0	38,950,658	1.0	16,884,255	0.7
Connecticut	577	2.6	761,335,249	1.6	93,494,274	2.5	61,690,416	2.6
Delaware	125	0.6	455,905,371	1.0	22,457,296	0.6	20,643,028	0.9
District of Columbia	215	1.0	461,568,813	1.0	29,450,543	0.8	26,770,958	1.1
Florida	641	2.9	666,403,508	1.4	54,180,802	1.4	59,482,364	2.5
Georgia	373	1.7	600,368,733	1.3	49,053,872	1.3	23,212,917	0.9
Hawaii	82	0.4	134,607,872	0.3	10,343,352	0.3	2,727,406	0.1
Idaho	41	0.2	26,243,158	0.1	2,004,224	0.1	238,126	*
Illinois	1424	6.5	3,300,140,174	6.9	277,343,143	7.3	74,070,195	3.1

Indiana	434	2.0	1,124,999,512	2.4	72,817,912	1.9	16,568,944	0.7
Iowa	289	1.3	153,394,120	0.3	16,044,605	0.4	7,840,355	0.3
Kansas	194	0.9	128,748,635	0.3	16,176,875	0.4	12,750,050	0.5
Kentucky	120	0.5	179,911,221	0.4	12,597,252	0.3	6,778,602	0.3
Louisiana	178	0.8	205,825,655	0.4	12,014,581	0.3	5,966,382	0.2
Maine	101	0.5	34,625,256	0.1	3,024,382	0.1	2,973,777	0.1
Maryland	359	1.6	360,097,469	0.8	30,644,640	0.8	22,146,098	0.9
Massachusetts	1259	5.7	1,040,241,787	2.2	101,144,499	2.7	43,796,380	1.8
Michigan	671	3.1	1,940,786,490	4.1	187,821,844	4.9	82,832,745	3.5
Minnesota	466	2.1	1,643,615,217	3.5	144,697,486	3.8	203,717,956	8.5
Mississippi	81	0.4	30,353,249	0.1	3,239,737	0.1	3,113,436	0.1
Missouri	512	2.3	737,946,937	1.6	68,606,053	1.8	41,031,881	1.7
Montana	59	0.3	28,249,165	0.1	1,471,076	*	560,947	*
Nebraska	161	0.7	146,248,816	0.3	13,103,919	0.3	18,187,427	0.7
Nevada	27	0.1	28,986,683	0.1	2,354,191	0.1	212,676	*
New Hampshire	166	0.8	67,423,448	0.1	5,882,389	0.2	3,534,396	0.1
New Jersey	648	2.9	1,843,343,678	3.9	103,107.955	2.7	52,748,367	2.2
New Mexico	34	0.2	25,021,590	0.1	1,942,856	*	4,399,011	0.2
New York	4223	19.2	12,856,296,724	27.0	965,678,946	25.4	523,160,427	21.9
North Carolina	386	1.8	837,719,834	1.8	76,121,408	2.0	25,434,358	1.1
North Dakota	37	0.2	15,517,549	*	1,047,908	*	810,646	*
Ohio	1102	5.0	1,783,915,901	3.8	162,486,422	4.3	156,001,131	6.5
Oklahoma	170	0.8	1,073,416,359	2.3	61,005,393	1.6	21,357,524	0.9
Oregon	170	0.8	148,156,508	.3	13,669,466	0.4	6,982,314	0.3
Pennsylvania	1234	5.6	3,902,776,825	8.2	272,041,626	7.2	85,640,998	3.6
Puerto Rico	2	*	7,351,940	*	17,354	*	348,880	*
Rhode Island	122	0.6	93,676,543	0.2	8,955,031	0.2	3,587,721	0.1
South Carolina	132	0.6	119,357,721	0.2	8,460,334	0.2	4,020,668	0.2
South Dakota	39	0.2	8,500,667	*	589,802	*	134,522	*
Tennessee	212	1.0	371,093,756	0.8	26,794,462	0.7	22,107,137	0.9
Texas	1085	4.9	3,584,717,356	7.5	302,527,282	8.0	145,564,821	6.1
Utah	91	0.4	70,848,581	0.1	8,367,744	0.2	3,792,802	0.2
Vermont	53	0.2	34,913,422	0.1	2,356,241	0.1	338,158	*
Virginia	352	1.6	342,609,551	0.7	22,134,899	0.6	18,428,671	0.8
Washington	311	1.4	407,188,337	0.9	38,084,768	1.0	14,043,967	0.6
West Virginia	64	0.3	53,335,564	0.1	3,949,299	0.1	4,575,921	0.2
Wisconsin	626	2.8	574,116,706	1.2	53,768,525	1.4	28,606,223	1.1
Wyoming	30	0.1	34,412,797	0.1	2,847,242	0.1	337,646	*
Total	**21,967**		**$47,567,321,152**		**$3,794,590,407**		**$2,392,289,993**	

**NOTE: Details may not add to total (100%) due to rounding*

Source: National Data Book, 8th Ed. (Foundation Center, 1983) 1981 FY end.

Giving to direct service agencies—including a wide variety of social service organizations—has risen steadily over the past three years.

In 1980, for example, 9.9 percent of foundation dollars were given to the social service category, while by the end of 1983 that portion had risen to 22.5 percent.

Much of the growth could probably be attributed to reductions in federal funding for these organizations and many of the foundations that told AAFRC that they had experienced an increase in funding requests over the past three years said the increase was from organizations in the social service category of philanthropy.

Performing arts organizations—which in 1981 had expressed some fear over the federal reductions—have also received a growing proportion of foundation dollars, rising from 3.4 percent in 1980 to 4.6 percent in 1983.

Educational institutions continue as the primary recipients of foundation grants. In 1983 they received 33.9 percent of the dollars foundations contributed, but that represents a significant drop from 1982 when educational institutions received 42.5 percent.

Both public and private colleges and universities saw a decline in the actual dollars given and in the percentage of dollars awarded.

The Foundation Center attributed the abrupt change partly to the completion of several major matching and challenge grant campaigns conducted in the previous two years and said it may also reflect minor changes in the sampling base.

The Center said it would be necessary to track grant-making activities in this area closely over the next few years to determine whether the drop in giving to educational institutions was a long-range shift in foundation funding priorities or merely a temporary shift in response to immediate social problems.

COMMUNITY FOUNDATIONS

Community foundations have two major missions: to stimulate the establishment of endowments to serve the local community now and for the future and to address community needs by providing leadership and resources.

An American creation, they first began in Cleveland in 1914, and were soon followed by others in Boston, Chicago, New York City, Milwaukee, Minneapolis, and St. Louis. Now there are more than 275 community foundations in most major population centers, some serving entire states. Their assets range from a few thousand dollars in small communities to nearly $490 million in the San Francisco Foundation. The twenty-five largest community foundations reported $119,753,085 in new gifts in 1983. Their total assets grew by $337,115,038. Total grants paid out by the twenty-five community foundations reporting the largest grantmaking programs totalled $194,467,885.

Funds of community foundations are derived from many donors rather than from a single source, as is usually the case with private foundations. For the most part, they make grants within a local, regional or statewide area and respond to long-standing as well as new and emerging localized needs. Community foundations act as catalysts, conveners and implementers in meeting emergencies, and un-

Some Leading U.S. Private Foundations Ranked by Payment of Grants (000)[1]

Foundations	1982 Grant Payments	1983 Grant Payments	1983 Assets At Year-End (Market Value)	Estimated 1983 Federal Excise Tax Liability
The Ford Foundation	$ 97,835	$103,978	$ 3,437,000	$ 9,400
The Andrew W. Mellon Foundation	59,259*	60,287	1,111,554	1,971
The Robert Wood Johnson Foundation	49,530	54,859	1,238,203	1,319
W.K. Kellogg Foundation	52,394	54,647	1,052,493	148
The Pew Memorial Trust	57,798	45,618	1,096,948	1,660
Lilly Endowment, Inc.	42,277	44,270	774,611	848
The Rockefeller Foundation	39,546	36,802	1,119,364	3,443
The Duke Endowment	36,716	36,783	497,933	1,417
Charles Stewart Mott Foundation	23,029	26,325	555,393	1,553
Rockefeller Brothers Fund	10,686	26,209	159,785	328
John D. and Catherine T. MacArthur Foundation	22,167	25,417	n/a	8,000
The McKnight Foundation	28,396	25,061	425,911*	840
The Kresge Foundation	32,294	24,720	792,087	1,425
The Bush Foundation	13,696	18,776	259,925	430
Alfred P. Sloan Foundation	16,720	16,627	361,000	888
Moody Foundation	16,000*	16,000	361,000	888
Surdna Foundation, Inc.	10,838	14,725	234,074	208
The James Irvine Foundation	13,036	14,152	311,992	1,084
Richard King Mellon Foundation	23,030	14,077	482,890	1,402
The Edna McConnell Clark Foundation	12,341	14,017	290,520	728
The Danforth Foundation	3,384	13,050	149,534	140
Carnegie Corporation of New York	13,524	11,713	517,264	1,986
Gannett Foundation, Inc.	9,880	11,512	330,971	254
William Penn Foundation	10,437	10,100	262,000	143
Sid W. Richardson Foundation	4,986	8,706	133,000	600
The Commonwealth Fund	7,809	8,198	185,500	505
The Henry Luce Foundation, Inc.	4,400*	7,837	183,660	215
William R. Kenan, Jr. Charitable Trust	6,005	7,439	143,000	none
M.J. Murdock Charitable Trust	8,399	7,298	150,000*	200*
Northwest Area Foundation	7,201	7,158	135,772	914
Sara Scaife Foundation	6,016	6,937	141,794*	750
William Randolph Hearst Foundations	7,748	6,742	236,000	280
The Henry J. Kaiser Family Foundation	13,424	6,442	256,321	1,433
The Vincent Astor Foundation	8,113	6,291	41,929	105
Callaway Foundation, Inc.	4,580	6,201	96,171	199
Z. Smith Reynolds Foundation	7,645	6,052	103,581**	8,380***
John Simon Guggenheim Memorial Foundation	5,419	5,959	104,999	210
Amon G. Carter Foundation	13,217	5,797	137,000*	375
The Charles A. Dana Foundation	4,757	5,461	123,632	318
The George Gund Foundation	5,487	5,310	114,768	160
Claude Worthington Benedum Foundation	5,464	5,077	105,241	133
John A. Hartford Foundation, Inc.	9,697	5,039	156,188	435
Smith Richardson Foundation, Inc.	4,910	4,836	108,688	246
Charles H. Revson Foundation	5,836	4,796	79,225	200
Howard Heinz Endowment	7,234	4,637	139,677*	157*
El Pomar Foundation	3,844	4,631	105,000	112
William T. Grant Foundation	3,600	4,462	87,055	191
Mary Flagler Cary Charitable Trust	5,002	4,175	80,135	141
Charles Hayden Foundation	5,626	3,933	100,705	136
The Spencer Foundation	5,427	3,750	122,940	299
The John and Mary R. Markle Foundation	3,215	3,439	61,000	289
Research Corporation	2,337	2,508	55,091	128
Camille & Henry Dreyfus Foundation, Inc.	1,791	1,729	27,674	40
The Tinker Foundation Incorporated	1,683	1,666	37,295	74
Elliott White Springs Foundation, Inc.	1,509	1,547	18,754	29
Totals	**$877,194**	**$883,778**	**$19,394,247**	**$57,757**

*Estimate

**Value of two trusts

***Z. Smith Reynolds Foundation's short-term investment income

[1]Table does not represent a complete listing of top-ranked foundations

dertake projects in a broad range of areas: health, education, social welfare, public and urban affairs, arts and culture, conservation and the environment.

While each community foundation reflects the distinctive needs of each community, certain structural characteristics are common to all: the governing board or distribution committee is broadly representative of the public. This group is responsible for the allocation of income and the management of assets. It has the responsibility of varying from the donor's suggestions when, in its best judgment, these suggestions no longer serve the community's needs. Because the community foundation is a public charity, donors get maximum tax advantages.

Corporate interest in community foundation partnerships grew substantially in 1983, and many private foundations continued or increased their efforts to stimulate the establishment and growth of community foundations. Notable among these efforts were those by the Gannett Foundation, Aetna Life & Casualty Foundation, the Hewlett Foundation, the Bush Foundation, the Charles Stewart Mott Foundation and the Cox Charitable Trust.

Two examples of corporate/community foundation partnership: Nine major New Hampshire corporate donors have combined to form the Corporate Fund in the New Hampshire Charitable Trust to provide grants to nonprofits, restricted to management improvement. In another part of the country, Best Products and the El Paso Community Foundation produced the Giving Catalogue at Christmastime. The Catalogue, a "wish list" of the nonprofit community of El Paso, gave citizens an opportunity to make these wishes come true by 'buying' specific items from the catalogue for the agencies.

In 1983, public agencies became more aware of the value of working with community foundations, and the National Endowment for the Arts as well as the National Trust for Historic Preservation developed guidelines for prospective partnerships.

In 1983, new community foundations were established in Detroit, Michigan; Nashville, Tennessee; Santa Clara, California; Tacoma, Washington; Durham, North Carolina; and statewide community foundations in Maine and Vermont. The Ford Foundation is assisting in the effort to establish a community foundation in Puerto Rico.

Giving by CORPORATIONS

	Contributions	Pretax Net Income (Billions)	Percent of Pretax Net Income
1970	$ .797	$ 75.4	1.05
1971	.865	86.6	0.99
1972	1.009	100.6	1.00
1973	1.174	125.6	0.93
1974	1.200	136.7	0.87
1975	1.202	132.1	0.90
1976	1.487	166.3	0.89
1977	1.791	194.7	0.92
1978	2.084	229.1	0.91
1979	2.288	252.7	0.91
1980	2.600	234.6	1.01
1981	2.950	227.0	1.14
1982	2.950[1]	174.2	1.69
1983	3.100[1]	205.3	1.51

[1]CFAE estimate

Sources: Department of Commerce; Internal Revenue Service; The Conference Board

Buoyed by rebounding profits for the first time in more than three years, the nation's corporate community donated an estimated $3.10 billion to charitable institutions, organizations and agencies in 1983.

The corporate giving represented an increase of 5.1 percent from the revised $2.95 billion business had given to charitable causes the year before.

And it was directly attributable—those who observe corporate giving patterns believe—to an upward surge of corporate profits in the third and fourth quarters of 1983 after successive declines in the profit picture during 1980, 1981, 1982 and the first half of 1983.

The turnaround in the nation's economy resulted in a final 1983 pretax net income for corporations of $205.3 billion, an increase of 17.9 percent from 1982's $174.2 billion in pretax net income.

The U.S. Department of Commerce, which tracks corporate income on a quarterly and on an annual basis, said the 1983 figure was preliminary and subject to modification later in the year. But there has never been a year since such records have been compiled when the Commerce Department has not revised its figures so it is safe to assume there will not be drastic change or boomerang from a gain to a loss.

As a portion of total pretax net income, contributions from the corporate sector equalled 1.51 percent in 1983, down slightly from the revised 1.69 percent in 1982. The Council for Financial Aid to Education, which each year estimates total corporate philanthropy, said the percent of PTNI was likely to alter when figures for total net income were changed and added that the total corporate giving estimate was based on fragmentary data. Traditionally, however, CFAE has been very close in its estimates when they are compared with final data from the Internal Revenue Service, which are based on corporate tax returns.

While the 5.1 percent gain in corporate contributions registered during 1983 was considerably below the 13.6 percent rise between 1981 and 1982, it was nevertheless remarkable because of the steady increases in corporate giving during the previous three years when profits dropped by 31.1 percent. And it was only inevitable that there would be some slowing in the rate of growth in corporate contributions after the beating that the corporations took during the reces-

Contributions as a Percent of U.S. Pretax Net Income, 1982

Companies Grouped by Industry Class[1]

Industrial Classification	Number of Companies	U.S. Pretax Net Income ($ millions)	Contributions ($ thousands)	Percent of Contributions to U.S. Pretax Net Income	
				Median	Sum Divided by Sum
Chemicals	22	$ 5,589	$ 92,248	**1.66%**	1.69%
Electrical machinery and equipment	25	10,586	118,101	**0.94**	1.12
Fabricated metal products	6	186	2,505	*	1.35
Food, beverage and tobacco	20	4,688	47,879	**1.14**	1.02
Machinery, nonelectrical	13	818	13,500	**1.77**	1.65
Mining	3	172	2,128	*	1.23
Paper and like products	12	855	22,771	**1.49**	2.66
Petroleum and gas	19	20,286	220,719	**0.82**	1.09
Pharmaceuticals	10	2,140	35,715	**1.50**	1.67
Primary metal industries	4	93	1,021	*	1.10
Printing and publishing	6	982	13,573	*	1.38
Rubber and miscellaneous plastic products	3	440	5,230	*	1.19
Stone, clay and glass products	5	375	5,794	*	1.54
Textiles	9	498	9,715	**2.20**	1.95
Transportation equipment	8	2,163	59,775	**1.54**	2.76
Total: Manufacturing	165	49,871	652,673	**1.37**	1.31
Banking	46	2,477	48,640	**1.44**	1.96
Business services	6	901	8,863	*	0.98
Engineering and construction	2	566	3,337	*	0.59
Finance	4	117	2,508	*	2.15
Insurance[2]	41	3,645	52,067	**1.45**	1.43
Retail and wholesale trade	13	2,889	36,569	**0.85**	1.27
Telecommunications	22	13,272	73,380	**0.41**	0.55
Transportation	6	1,064	11,470	*	1.08
Utilities	55	13,633	36,602	**0.28**	0.27
Total: Nonmanufacturing	195	38,563	273,435	**0.88**	0.71
Total: All Companies	360	$88,433	$926,108	**1.13**	1.05

[1]Loss companies excluded. (U.S. income losses were reported by 37 companies in 1982, thus there are fewer cases than usual in several industry classes.)

[2]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

*Industries with less than 8 cases are excluded.

Source: Annual Survey of Corporate Contributions, 1982, The Conference Board; Council for Financial Aid to Education

sionary period.

Anne F. Decker, a vice president with CFAE, said that during the three previous years contributions to corporate foundations had been smaller than the foundation payouts. The foundations, during 1980, '81, '82, had helped to bolster the level of corporate contributions since the profit picture was so bad that the companies were unable to increase direct giving to charities.

Finally, however, in 1983 the third and fourth quarter profit increases enabled some of the companies to make unanticipated infusions of funds into their foundations; others were able to ease up slightly on the austerity measures imposed during the final year of the recession.

It is also likely, CFAE said, that some companies were able to make

some unbudgeted contingency grants that would have been impossible had profits not improved.

The structure of corporate contributions is best illustrated by a study conducted each year by Anne Klepper and Kathryn Troy of the Conference Board and Anne Decker of the Council for Financial Aid to Education.

In the most recent study, which covers 1982, the field of education has outranked—for the fifth consecutive year—all other categories in the philanthropic community as a beneficiary of corporate giving.

Education received 40.7 percent of all the contributions made by the 534 major corporations that participated in the study. The year before, education received 36.7 percent of the total giving from 789 companies.

The data for 1982 indicate a rebounding of giving from the corporate community to education and confirm a number of other studies, released earlier, that the corporate community's giving to education was increasing both in total dollars and in a percentage of overall giving.

Despite the decline of the number of companies in the survey from 1981 to 1982, there was an increase in the dollars reportedly given to education. That rose from $429.8 million in 1981 to $522.2 million in the most recent survey, representing a gain of 21.5 percent. It was also the largest gain on a year-to-year basis reported in the survey.

Corporate giving to organizations in the health and human services category increased in the most recent study and also continued to maintain the second highest position. But there

Structure of Corporate Contributions (millions of dollars)

	1982		1981		1980	
Total company contributions	$1,116.8	(519)	$1,039.1	(768)	$944.7	(709)
Less: Grants to company foundations	367.1	(186)	361.6	(239)	381.4	(249)
Other company contributions	749.7	(494)	677.5	(735)	563.3	(661)
Plus: Contributions by company foundations	531.9	(286)	493.3	(359)	431.3	(353)
Total corporate contributions	$1,281.6	(534)	$1,170.8	(789)	$994.6	(732)

(Numbers in parentheses are counts of non-zero answers).

Source: Annual Survey of Corporate Contributions, 1982, The Conference Board; Council for Financial Aid to Education

Distribution of Corporate Contributions (millions of dollars)

	1982 534 companies		1981 789 companies		1980 732 companies	
Health and Human Services	$ 397.3	31.0%	$ 393.4	33.6%	$337.9	34.0%
Education	522.2	40.7	429.8	36.7	375.8	37.8
Culture and Art	145.8	11.4	139.6	11.9	108.7	10.9
Civic and Community Activities	149.3	11.7	136.7	11.7	116.8	11.7
Other	67.0	5.2	71.3	6.1	55.4	5.6
	$1,281.6	100.0%	$1,170.8	100.0%	$994.6	100.0%

Source: Annual Survey of Corporate Contributions, 1982, The Conference Board; Council for Financial Aid to Education

was a decline in the portion of corporate giving that went to health and human services—from 33.6 percent of the total in the 1981 study to 31.0 percent of total giving by the participating corporations in the most recent survey.

The amount of dollars contributed by the companies increased by only one percent—from $393.3 million to $397.3 million. Part of the reasons for the small rise could be attributed to the fact that the firms that participated in the most recent study—255 fewer companies than the year before—may not give heavily to health and human services.

But a study conducted by the American Association of Fund-Raising Counsel a year ago indicated that organizations involved with education, health and social services were getting a greater share of corporate contributions than they had in the past. Nearly 50 percent of the respondents to that survey said they were giving more to social service organizations than they had in the past and they attributed the increase to a number of factors:

First, more social service organizations were asking for corporate support than in previous years;

Second, there was a general feeling among many of the corporations that the federal budget reductions faced by social service agencies were being felt primarily by education and human services;

And third, they anticipated that with unemployment, individual giving might not grow very rapidly and their contributions to education and social service groups would help offset that lack of growth.

The companies also indicated they would be giving less to the arts category of philanthropy, but the CFAE-Conference Board survey did not prove that to be the case.

The most recent study shows, for example, that giving to arts increased by 4.5 percent and reached $145.8 million, from $139.6 million the year before. As a portion of all corporate philanthropy, giving to the arts and culture was pegged at 11.4 percent, compared with 11.9 percent of the total in the previous year.

The Business Committee for the Arts reported in December of 1983 that contributions from American business to the arts increased by 32 percent and reached a record $506 million.

The BCA survey found that 64 percent of businesses in the United States increased or maintained their level of support to the arts and that there was a substantial increase in volunteer services and business expense contributions to arts organizations.

Volunteer services—which BCA said were in-kind contributions and the loan of business personnel to arts organizations—increased by 87 percent in a single year—from $7.9 million to $14.8 million—while business expenses (which included such things as marketing, public relations and advertising help) increased 55 percent from $7.4 million to $11.5 million.

The CFAE-Conference Board survey found that giving by corporations to civic and public affairs organizations represented 11.7 percent of all the gifts made by the companies which responded. That was the same portion as a year earlier, although the most recent study—which was conducted among fewer companies—showed an increase in dollars given to civic and public affairs.

The $149.3 million reported repre-

Corporate Contributions, Two Survey Years
397 Companies Reporting Worldwide Pretax Net Income in Both Years

	1982 (000)	As a % of PTNI	As a % of Total Contributions	1981 (000)	As a % of PTNI	As a % of Total Contributions	% Change 1981-82
Total Worldwide PTNI	$133,374,058[1]			$141,775,617			5.9–
Total Contributions ..	$1,096,466	0.82	100.0	$896,048	0.63	100.0	22.4+
Health and Welfare	330,994	0.25	30.2	294,984	0.21	33.0	12.2+
Education	447,518	0.34	40.8	333,997	0.24	37.3	34.0+
Culture and Art ...	129,072	0.10	11.8	112,122	0.08	12.5	15.1+
Civic Causes	131,979	0.10	12.0	101,102	0.07	11.3	30.5+
Other	56,902	0.04	5.2	53,842	0.04	6.0	5.7+

[1]Companies reporting an income loss in either year have been excluded.

Source: Annual Survey of Corporate Contributions, 1982, The Conference Board; Council for Financial Aid to Education

sented a gain of 9.2 percent in corporate giving to civic and community organizations from the $136.7 million given the year before. And it also represented the first time that giving by corporations to civic and community groups had exceeded corporate giving to cultural organizations. Whether this represented a trend or just a statistical wiggle will have to be determined only after a few more years of survey results.

Corporate contributions to the "other" category, which includes religious activities, women's causes, groups aiding organizations in other countries, and a number of other activities, accounted for 5.2 percent of all corporate contributions in the most recent study. A year earlier, they took 6.1 percent of the total.

For the first time in its survey, CFAE and the Conference Board asked companies about the amount of charitable contributions represented by gifts of their own products.

This type of giving was encouraged by provisions of the Economic Recovery Tax Act of 1981 which permitted increased valuation of these products if they are given for research or the teaching of research. The first full year in which the provisions were operative was 1982, thus the question on the survey.

The respondents reported that they made $96.1 million worth of gifts of their own property, or products they manufacture. CFAE believes that a large percentage of those gifts were to colleges and universities, and that this may, in part, account for the large share of contributions going to education.

Gifts from inventory are especially attractive during recessionary periods since they lower the value of inventory a firm keeps on hand. In addition, they are not a drain on cash but yet provide a tax deduction for the donor company.

Just why corporations give—even in bad times—and what factors motivate them to commit resources were the prime goals of a study conducted by the Mutual Benefit Life Insurance Company.

The vast majority of American corporate heads believe their firms have the obligation to meet the needs of the community, rather than leave such support exclusively to government and nonprofit organizations, and are

The Contributions Dollar, 1981 and 1982

	1982–534 Companies		1981–789 Companies[b]	
	($ thousands)	Percent of Total	($ thousands)	Percent of Total
Health and Human Services:				
Federated drives: United Ways and the like	$182,384	14.2%		
National health agencies	9,831	0.8		
National welfare agencies	15,226	1.2		
Hospitals				
Capital grants	26,985	2.1		
Operating grants	10,694	0.8		
Employee matching gifts for hospitals	2,157	0.2		
Youth agencies	30,517	2.4		
Agencies for senior citizens/elderly	3,964	0.3		
Other local health and welfare (human services) agencies	44,603	3.5		
Subcategory not identified	70,946	5.5		
Total health and human services	397,305	31.0	393,309	33.6
Education:				
Higher education institutions:				
Unrestricted operating grants	57,352	4.5		
Student financial aid	23,154	1.8		
Departmental and research grants	114,562	8.9		
Capital grants (including endowment)	46,845	3.7		
Employee matching-gift programs	71,167	5.5		
Grants to state and national fund-raising groups	17,381	1.3		
Precollege educational institutions:				
Employee matching gifts	5,197	0.4		
All other support	14,028	1.1		
Scholarships and fellowships	34,568	2.7		
Education-related organizations:				
Economic education	23,896	1.9		
All other support	28,158	2.2		
Other	40,908	3.2		
Subcategory not identified	44,997	3.5		
Total education	522,213	40.7	429,810	36.7

[a] *Subcategory percentages do not add up to this total because of rounding.*
[b] *No data on giving to the subcategories were collected in 1981.*

Source: Annual Survey of Corporate Contributions, 1982, The Conference Board; Council for Financial Aid to Education

working to do so despite the adverse economic climate, according to the survey.

The study also shows that most American corporations continue to view social responsibility and community involvement more in the traditional context of "philanthropy" than in the broader and new context of "volunteerism."

Ninety-one percent of the 600 CEO's interviewed acknowledged a sense of responsibility, only six percent felt there is no obligation. The survey involved in-depth interviews of a representative cross-section of corporations ranging in size from Fortune 500 (the nation's largest firms with sales over $1 billion) to those with sales less than $5 million. The

	1982–534 Companies		1981–789 Companies[b]	
	($ thousands)	Percent of Total	($ thousands)	Percent of Total
Culture and Art:				
Music	19,492	1.5		
Museums	31,714	2.5		
Public TV/Radio	18,346	1.4		
Arts funds or councils	9,341	0.7		
Theatres	10,062	0.8		
Cultural centers	10,533	0.8		
Dance	4,238	0.3		
Libraries (other than academic)	2,974	0.2		
Employee matching gifts for culture and art	4,312	0.4		
Other	14,272	1.1		
Subcategory not identified	20,554	1.6		
Total culture and art	145,838	11.4[a]	139,620	11.9
Civic and Community Activities:				
Community improvement	48,214	3.8		
Environment and ecology	13,783	1.1		
Justice and law	7,001	0.5		
Housing and urban renewal	12,751	1.0		
Research organizations other than academic	15,220	1.2		
Other	27,683	2.2		
Subcategory not identified	24,600	1.9		
Total civic and community activities	149,252	11.7	136,647	11.7
Other:				
Religious activities	1,396	0.1		
Women's causes	3,434	0.3		
Groups in U.S. whose principal objective is aid to other countries	18,555	1.4		
Activities other than above	36,532	2.8		
Subcategory not identified	7,081	0.6		
Total other	66,998	5.2	71,304	6.1
Grand total	**1,281,606**	**100.0**	**1,170,688**	**100.0**

sample included firms selected randomly throughout the nation as well as firms selected randomly in six cities: Philadelphia, St. Louis, Birmingham, Dallas, Seattle and Milwaukee.

The survey also found that some of the CEO's interviewed showed a more limited sense of obligation. Nearly a third of those interviewed set forth a consistent theme throughout the study—"their obligations to the community are best met by being good businessmen and good employers and not by spending time on other people's boards or by donating money."

Although corporate heads of smaller and younger companies tended to be slightly more likely to

express this view, the study shows that, while still a minority viewpoint, it nonetheless can be found throughout the corporate community.

While most (69 percent) CEO's felt that "corporations, in general, are responding to the call for increased private sector involvement in the community," a majority (61 percent) also felt that the status of the economy over the past two years has been "a deterrent to corporate involvement." The report notes that:

> Many mentioned that corporations would be doing more if they had more excess funds to work with; and, a few pointed out that it was difficult to allocate resources to other groups when the company itself was struggling to stay alive. Although corporations are perceived as becoming more involved, it is equally clear *that they are seen as being limited in what they are able to do by what they are able to afford.*

The adverse impact of the economy was further underscored by the finding that two-thirds felt that there was an inherent conflict "between the obligation to be a profitable company and the obligation to be responsive to community needs." Also, 39 percent of the companies interviewed said they have increased their level of support for volunteer activities during the past two years and only 26 percent said they plan to increase support in the coming year.

The report notes that the commitment to increase support varies greatly between smaller companies (sales less than $5 million) and Fortune 500 companies. Sixty-five percent of the nation's largest firms said they have increased support during the past two years and 55 percent said they will increase support in the coming year. This compares with 25 percent and 17 percent, respectively for smaller firms.

The survey shows that despite increased emphasis on volunteerism by the federal government and by the nonprofit sector, and despite strong sentiment among CEO's that corporations have an obligation to the community, "the picture emerging from examination of what companies do actually suggests that there has not been radical change in the nature of corporate commitment."

"Traditionally, many companies have supported nonprofit groups through financial donations, which is basic philanthropy," the study said. "While the new context of volunteerism includes increased philanthropy, it also includes the involvement of corporate executives and their employees and the commitment of other non-monetary corporate resources."

"For most," the report notes, "the obligation to the community is met primarily by donating money, and primarily to the groups that business has been supporting throughout the 1960s and 1970s: the arts, education, traditional business groups (Jaycees, Kiwanis, Chamber of Commerce, etc.) and the United Way.

"In unaided response (before the interviewer raised issues of employee volunteerism)" the report continues, "businessmen tended not to express their obligations in terms of volunteerism. Although many discussed their efforts to encourage employee volunteerism later in the interview, those efforts are not what they first think of when asked about social commitment." This is supported by the fact that although 64 percent mentioned "financial support," only 30 percent mentioned either "employee volunteer activities" or "loaned executives"

Summary of Charitable Contributions Expenditures
(Millions of dollars)

Description	Company Foundation		Direct Giving Program		Total	
	Sum	Percent	Sum	Percent	Sum	Percent
Cash	$498.8 (264)	99.4	$585.3 (460)	82.0	$1,084.1 (499)	89.2
Company Product	1.6 (4)	0.3	94.5 (101)	13.3	96.1 (102)	7.9
Other	1.5 (1)	0.3	33.7 (100)	4.7	35.2 (101)	2.9
Total	501.9 (264)	100.0	713.5 (466)	100.0	1,215.4 (499)	100.0

(Numbers in parentheses are counts of non-zero answers.)

Source: Annual Survey of Corporate Contributions, 1982. The Conference Board; Council for Financial Aid to Education

as one of the primary ways in which they met corporate social responsibilities.

The study showed that although 70 percent felt they encouraged employees to volunteer, many do not have a systematic program for doing so. This is particularly evidenced by the fact that 27 percent provided a vague answer as to how they encouraged employees. Of those companies that provide encouragement, 57 percent said their programs were very successful and 33 percent said they were somewhat successful.

Most of the businessmen interviewed perceived some benefit to the corporation for being involved in community affairs. Seventy-four percent said that a corporation benefits from employee involvement in volunteerism, with 45 percent citing company image and 41 percent citing employee morale as the key benefits. In a separate question, about half said that employee volunteerism was good for productivity and only 10 percent felt that it had an adverse effect.

Nearly half (45 percent) said it is very important that their company be seen as "socially responsible," and participation in community activities is viewed as a necessary component in building and maintaining that image. Another 37 percent said it is somewhat important. This image is more significant to Fortune 500 firms, where 70 percent said that it is very important to be seen as socially responsible, compared with only 36 percent for smaller firms.

Press coverage of corporate volunteerism activities is not viewed as being of primary significance; while more than half said it was of some importance, only 21 percent said it was very important.

The level of press coverage, however, varies greatly with company size. While 54 percent said they have received press notice of their activities, 40 percent said they had not. This varied from 92 percent among Fortune 500 firms to 28 percent for smaller firms. Of those receiving coverage, only 19 percent said they were very satisfied with the level of coverage.

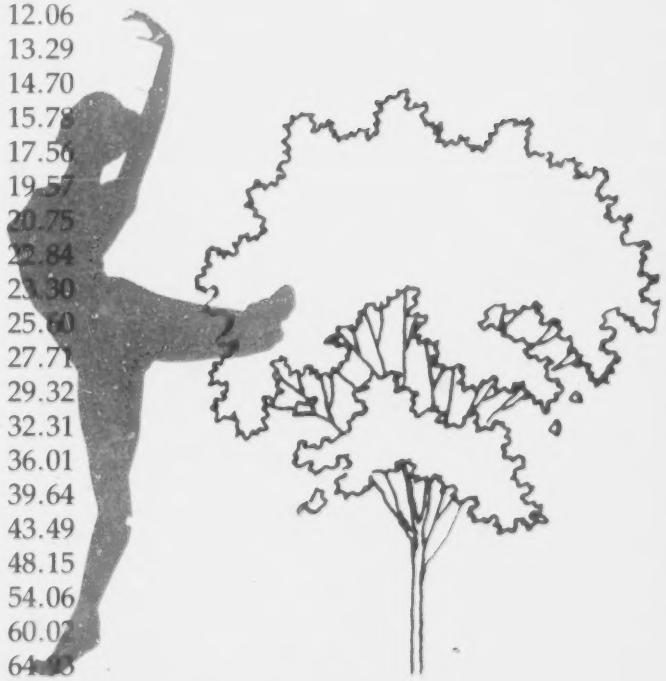
TOTAL GIVING 1955-83

The Growth of Philanthropy 1968-83

Year	Total Giving (billions)	Gross National Product (billions)	As % of GNP
1968	$17.56	$ 864.2	2.03
1969	19.57	930.3	2.10
1970	20.75	977.1	2.12
1971	22.84	1,054.9	2.16
1972	23.30	1,158.0	2.01
1973	25.60	1,306.3	1.96
1974	27.71	1,406.9	1.97
1975	29.32	1,499.0	1.98
1976	32.31	1,691.4	1.92
1977	36.01	1,887.2	1.91
1978	39.64	2,106.9	1.88
1979	43.49	2,368.8	1.83
1980	48.15	2,626.5	1.82
1981	54.06	2,924.8	1.83
1982	60.02	3,057.6	1.96
1983	64.93	3,310.8	1.96

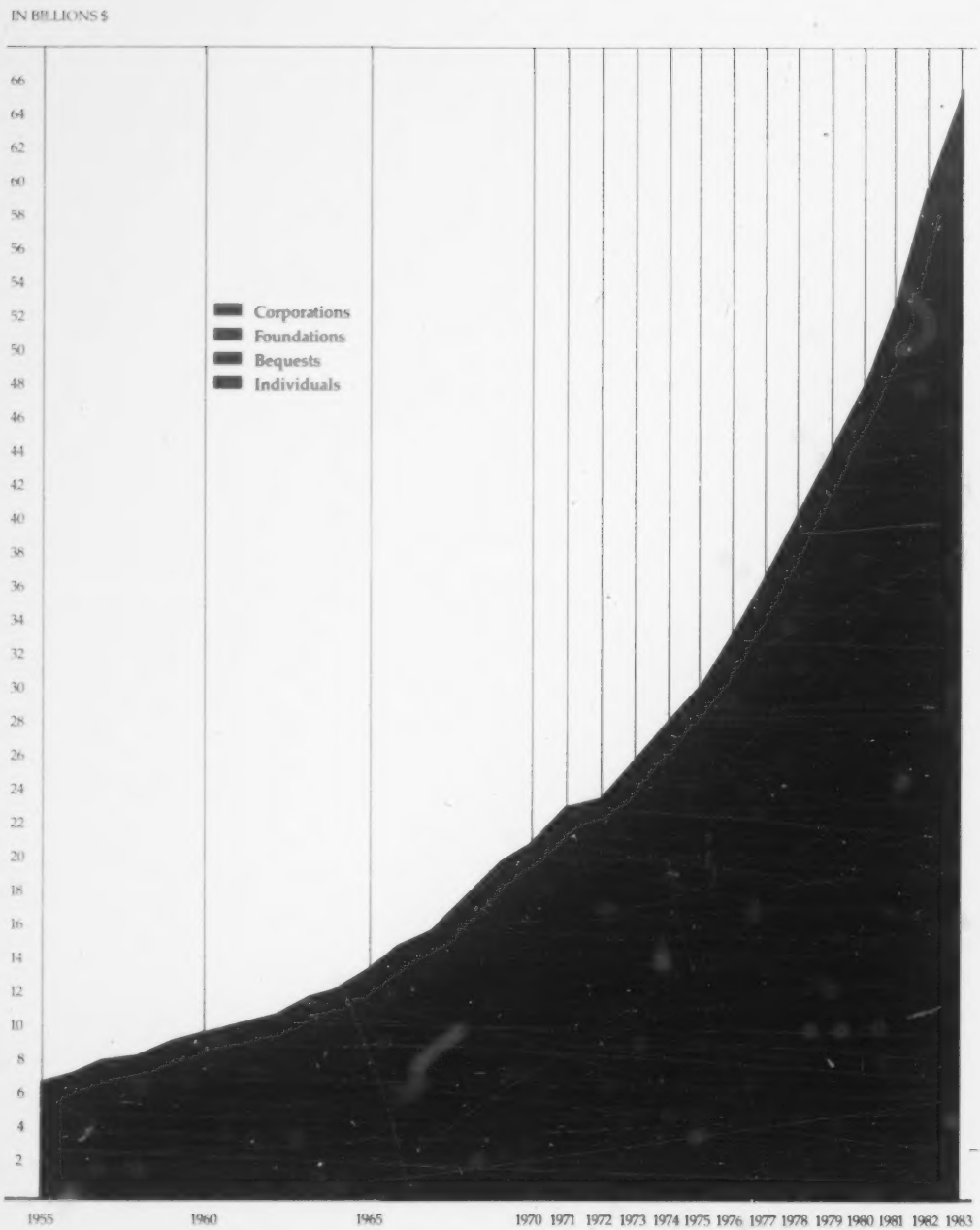
(in billions)

	Amount
1955	$ 6.66
1956	7.08
1957	7.89
1958	8.14
1959	8.95
1960	9.39
1961	9.82
1962	10.49
1963	11.38
1964	12.06
1965	13.29
1966	14.70
1967	15.78
1968	17.56
1969	19.57
1970	20.75
1971	22.84
1972	25.30
1973	25.60
1974	27.71
1975	29.32
1976	32.31
1977	36.01
1978	39.64
1979	43.49
1980	48.15
1981	54.06
1982	60.02
1983	64.93



DONORS

Corporations	Foundations	Bequests	Individuals
1955 . . . . . $ .415	1955 . . . . . $ .300	1955 . . . . . $ .237	1955 . . . . . $ 5.71
1956 418	1956 305	1956 239	1956 . . . . . 6.08
1957 419	1957 502	1957 450	1957 . . . . . 6.52
1958 395	1958 505	1958 451	1958 . . . . . 6.79
1959 482	1959 702	1959 512	1959 . . . . . 7.26
1960 482	1960 710	1960 574	1960 . . . . . 7.63
1961 412	1961 702	1961 650	1961 . . . . . 7.96
1962 595	1962 701	1962 701	1962 . . . . . 8.50
1963 657	1963 821	1963 880	1963 . . . . . 9.03
1964 729	1964 830	1964 951	1964 . . . . . 9.55
1965 785	1965 . . . . . 1.13	1965 . . . . . 1.02	1965 . . . . . 10.36
1966 805	1966 . . . . . 1.25	1966 . . . . . 1.31	1966 . . . . . 11.33
1967 830	1967 . . . . . 1.40	1967 . . . . . 1.40	1967 . . . . . 12.15
1968 . . . . . 1.005	1968 . . . . . 1.60	1968 . . . . . 1.60	1968 . . . . . 13.36
1969 . . . . . 1.055	1969 . . . . . 1.80	1969 . . . . . 2.00	1969 . . . . . 14.71
1970 797	1970 . . . . . 1.90	1970 . . . . . 2.13	1970 . . . . . 15.92
1971 865	1971 . . . . . 1.95	1971 . . . . . 3.00	1971 . . . . . 17.02
1972 . . . . . 1.009	1972 . . . . . 2.00	1972 . . . . . 2.10	1972 . . . . . 18.19
1973 . . . . . 1.174	1973 . . . . . 2.00	1973 . . . . . 2.00	1973 . . . . . 20.43
1974 . . . . . 1.200	1974 . . . . . 2.11	1974 . . . . . 2.07	1974 . . . . . 22.33
1975 . . . . . 1.202	1975 . . . . . 1.65	1975 . . . . . 2.23	1975 . . . . . 24.24
1976 . . . . . 1.487	1976 . . . . . 1.90	1976 . . . . . 2.36	1976 . . . . . 26.57
1977 . . . . . 1.791	1977 . . . . . 2.00	1977 . . . . . 2.99	1977 . . . . . 29.23
1978 . . . . . 2.084	1978 . . . . . 2.17	1978 . . . . . 2.60	1978 . . . . . 32.79
1979 . . . . . 2.288	1979 . . . . . 2.42	1979 . . . . . 2.23	1979 . . . . . 36.55
1980 . . . . . 2.600	1980 . . . . . 2.81	1980 . . . . . 2.86	1980 . . . . . 39.88
1981 . . . . . 2.900	1981 . . . . . 3.07	1981 . . . . . 3.49	1981 . . . . . 44.61
1982 . . . . . 2.950	1982 . . . . . 3.16	1982 . . . . . 5.45	1982 . . . . . 48.47
1983 . . . . . 3.100	1983 . . . . . 3.46	1983 . . . . . 4.52	1983 . . . . . 53.85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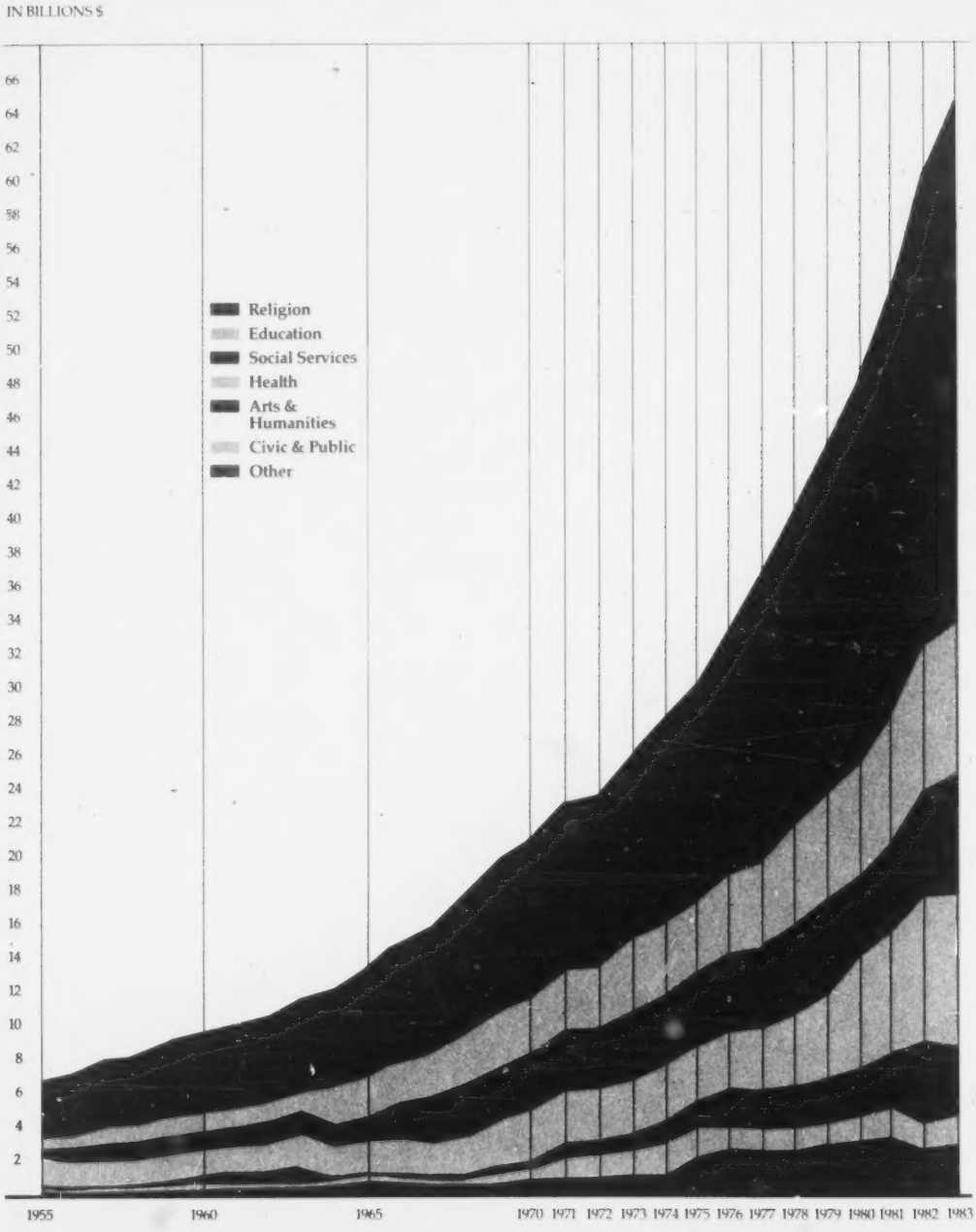
RECIPIENTS

	Religion	Education	Social Services	Health & Hospitals	Arts & Humanities	Civic & Public	Other
1955.....	$ 3.33	$ .733	$1.53	$ .596	$ .199	$.075	$ .197
1956.....	3.75	.637	1.42	.920	.142	.070	.142
1957	4.02	.868	1.50	1.01	.159	.079	.254
1958.....	4.15	.977	1.47	1.14	.163	.082	.160
1959.....	4.56	1.34	1.43	1.15	.197	.090	.183
1960.....	4.79	1.50	1.41	1.13	.188	.094	.282
1961.....	5.01	1.57	1.47	1.18	.195	.098	.297
1962.....	5.25	1.68	1.57	1.36	.210	.112	.298
1963.....	5.58	1.93	1.71	1.48	.225	.114	.341
1964.....	5.91	2.05	1.69	1.45	.205	.157	.598
1965.....	6.51	2.26	1.86	1.46	.226	.173	.797
1966.....	7.06	2.35	1.91	2.07	.376	.230	.701
1967.....	7.40	2.45	1.89	2.82	.379	.231	.610
1968.....	8.22	2.93	2.11	3.02	.404	.228	.648
1969.....	8.85	3.17	2.54	3.23	.548	.391	.842
1970.....	9.30	3.24	2.88	3.40	.623	.415	.892
1971.....	9.98	3.56	2.92	3.65	.916	.594	1.22
1972.....	10.02	3.66	2.99	3.77	.930	.650	1.28
1973.....	10.52	4.10	3.06	4.15	1.25	.610	1.91
1974.....	11.94	4.14	3.12	4.29	1.30	.770	2.15
1975.....	12.91	3.85	3.04	4.32	1.66	.890	2.65
1976.....	14.22	4.39	3.06	4.83	2.31	1.07	2.44
1977.....	16.93	4.74	3.52	4.90	2.27	1.17	2.48
1978.....	18.45	5.55	3.97	5.48	2.50	1.18	2.54
1979.....	20.14	5.99	4.45	6.03	2.70	1.20	2.94
1980.....	22.15	6.78	4.83	6.59	3.06	1.37	3.37
1981.....	24.85	7.59	5.42	7.46	3.45	1.58	3.71
1982.....	28.06	8.44	6.33	8.41	4.96	1.67	2.15
1983.....	31.03	9.04	6.94	9.15	4.08	1.80	2.89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Religion
Education
Social Services
Health
Arts & Humanities
Civic & Public
Other
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AREAS OF PHILANTHROPIC OPPORTUNITY

Religion
Education
Social Services
Health & Hospitals
Arts & Humanities
Civic & Public

Giving to **RELIGION**

	Amount (Billions)
1970	$ 9.30
1971	9.98
1972	10.02
1973	10.52
1974	11.94
1975	12.91
1976	14.22
1977	16.93
1978	18.45
1989	20.14
1980	22.15
1981	24.85
1982	28.06
1983	31.03

Americans contributed a record $31.03 billion to their churches, synagogues and other religious causes, institutions and agencies in 1983—more than three times the total contributed to any other segment of the philanthropic community.

The American Association of Fund-Raising Counsel said the estimated contributions to religion represented a 10.5 percent rise from the $28.06 billion given in 1982 and were more than double the amount religious organizations had received as little as eight years ago.

As a portion of all philanthropy in the United States, giving to religion accounts for 47.7 percent. In 1982 donations to religion represented 46.5 percent of all giving.

But while giving to religion continued to reach new record-breaking levels and donations to the religion category of philanthropy continued to achieve real gain by increasing faster than the rate of inflation, religious organizations are not complacent or for that matter euphoric or even happy.

Rather, they are concerned.

Church attendance is not growing.

A trend first noticed in 1979—more of the money being kept on the local and regional level and less going to national programs—is continuing.

And while contributions overall are increasing, they are boosted only by donations from members and an analysis of church membership shows a mixed bag—groups with high birth rates are increasing membership, those without high birth rates are not.

The Gallup Organization, which each year surveys Americans for their church-going habits, reported that church attendance stood at 40 percent of the population—which represents a slight drop from the 41 percent in 1982.

While the 1 percentage point decline is nothing to raise eyebrows about, it does not represent any growth. Nor does the attendance figure approach its potential—69 percent of all adult Americans say they are members of a particular religion, but apparently many of them do not regularly attend services. And the greatest share of money donated to religious causes is collected at services.

While the proportion of adult church or synagogue members declined in the three-decade period between 1947 and 1978, over the past five years the percentage has levelled out.

An analysis of church membership during 1983 by region and key population groups shows membership to be the highest in the Midwest (74 percent) and the South (72 percent). It is lowest in the West (58 percent).

The level of church membership is the highest among persons with only a grade school background (73 per-

Religious Preferences: Major Faiths
(Based on national sample: 1983 surveys)

	Protestants %	Catholics %	Jewish %	No Religious Preference %
National	56	29	2	9
Men	54	28	2	12
Women	59	29	2	7
White	55	31	3	9
Non-White	17	61	*	11
Black	77	7	*	12
College graduate	51	26	6	12
College incomplete	52	30	3	10
High school graduate	56	32	1	8
High school incomplete	58	26	1	11
Grade school	66	24	1	6
East	39	45	5	7
Midwest	51	26	2	14
South	59	30	*	8
West	73	14	1	8
Under 30 years	49	31	2	13
18-24 years	47	33	2	14
25-29 years	51	29	2	13
30-49 years	55	29	2	10
50 & over	63	26	2	6
50-64 years	61	28	2	6
65 & over	67	23	2	6
Under $15,000	60	25	1	10
$15,000 & over	54	31	3	8
Republican	66	24	1	6
Democrat	55	31	3	8
Independent	52	29	2	12
Central city	46	35	3	11
Fringe	47	36	3	9
Non-Metro area	70	18	*	8
Married	58	29	2	10
Single	46	31	2	16
Widowed	65	25	2	4
Separated	58	25	2	11
Ever/currently divorced	61	21	2	12

**Less than one percent*

NOTE: Percentages for the Eastern Orthodox Churches, and for the Church of Jesus Christ of Latter-Day Saints, as well as other churches, are not included in the above table because of too few cases to provide detailed breakdowns.

Source: Religion in America, 1984

cent), followed by those with a college background (70 percent) and those with a formal education which ended with high school (also 70 percent).

Church membership increases dramatically with age—of those between 18 and 24 years old, 61 percent claim membership in a church or synagogue while the membership percentage increases to 81 percent among those 65 years old or over.

Other studies conclude that age is

an important factor in religious involvement. When Gallup asked how important religion was in life, 14 percent of those in the 18-to-24 year old group indicated religious beliefs were a dominant factor. But in the 30-to-49 year age bracket, the proportion is 31 percent and among those 50 and older the percentage jumps to 41 percent.

Just why this happens has never been explained and is probably not known. It may simply be that lives become less complicated and more orderly as people grow older although one psychologist speculated that "older people are closer to God."

But whether their pocketbooks are closer to church is another question. There is historical evidence that older individuals give more than young to hospitals, health agencies and religious organizations. But there is also evidence that older people have less to give, since the great majority of those over 65 are living on only moderate fixed incomes.

In its survey on church membership, Gallup found that a higher percentage of Catholics are members of a church (80 percent) than Protestants (73 percent) and a total of 45 percent of Jews say they belong to a synagogue.

Among major Protestant denominations, Southern Baptists have the highest percentage of members (79 percent of those who gave their religious preference as Southern Baptist say they are members); followed by Methodists and Presbyterians, each with 71 percent.

One of the highest levels of church and synagogue membership is found among persons who are widowed—83 percent.

In looking at membership by income, 69 percent of those making less than $15,000 a year said they were

Church or Synagogue Attendance

	National %	18-29 %	30-49 %	50 and older %
1983	40	30	39	48
1982	41	32	41	47
1981	41	32	42	47
1980	40	31	40	47
1977	41	29	42	48
1967	43	40	46	47
1958	49	48	51	48

Source: Religion in America, 1984

Religious Preference in the United States—1983

	Protestant %	Catholic %	Jewish %	Eastern Orthodox %	Other %	No Religious Preference %
National	56	29	2	1	4	9
Age						
Teens (13-18 years)	50	38	3	*	3	6
18-24 years	47	33	2	1	3	14
25-29 years	51	29	2	*	4	13
30-49 years	55	29	2	1	4	10
50-64 years	61	28	2	1	2	6
65 & over	66	23	2	*	2	6

Source: Religion in America, 1984

Baptized or Inclusive Membership in Selected Large Religious Bodies

	1981	1982	+ or −	% Inc. or Dec.
American Lutheran Church	2,346,207	2,346,710	+503	nil
Assemblies of God	1,788,394	1,879,182	+90,788	+5.1%
Christian Church (Disciples of Christ)	1,173,135	1,156,458	−16,677	−1.4%
Church of Jesus Christ of Latter Day Saints	3,490,000	3,521,000	+31,000	+0.9%
The Episcopal Church	2,767,440	2,794,139	+26,699	+1.0%
Lutheran Church in America	2,921,829	2,925,655	+3,826	+0.1%
Lutheran Church—Missouri Synod	2,636,715	2,630,823	−5,892	−0.2%
Presbyterian Church in the United States*	823,143	814,931	−8,212	−1.0%
Roman Catholic Church	51,207,579	52,088,774	+881,195	+1.7%
Southern Baptist Convention	13,782,644	13,991,709	+209,065	+1.5%
United Church of Christ	1,726,244	1,716,723	−9,521	−0.6%
United Presbyterian Church in the U.S.A.*	2,379,249	2,342,441	−36,808	−1.5%
United Methodist Church	9,457,012	9,416,961	−40,051	−0.4%
*These bodies merged in 1983 to form the Presbyterian Church (U.S.A.)				
Some inclusive membership figures for smaller religious bodies				
Baptist General Conference	127,662	129,928	+2,266	+1.8%
Christian and Missionary Alliance	195,042	204,713	+9,671	+5.0%
Christian Reformed Church	215,411	223,976	+8,565	+4.0%
Church of God (Anderson, IN)	178,551	184,685	+6,134	+3.4%
Church of God (Cleveland, TN)	456,797	463,992	+7,195	+1.6%
Church of the Nazarene	492,203	498,491	+6,288	+1.3%
Free Methodist Church of N.D.	69,949	70,657	+708	+1.0%
Friends United Meeting	60,084	59,338	−746	−1.2%
Jehovah's Witnesses	588,503	619,188	+30,685	+5.2%
Mennonite Church	99,651	101,501	+1,850	+1.9%
Presbyterian Church in America	136,582	149,548	+12,966	+9.5%
Reformed Church in America	345,762	346,293	+531	+0.1%
Seventh-Day Adventists	588,536	606,310	+17,774	+3.0%
Wesleyan Church	103,712	105,221	+1,509	+1.5%

Source: Yearbook of American and Canadian Churches, 1984. © *National Council of the Churches of Christ in the U.S.A.*

members of a church or synagogue, and the same percent with incomes above $15,000 said they are members.

The attendance survey conducted by the Gallup Organization found that the rate of church going is higher among women than men, and among older persons than younger. Attendance is the highest in the East, where the greatest proportion of Catholics is found and it is the lowest in the West.

During 1983, 51 percent of America's Catholics attended Mass during a typical week, compared with 39 percent of Protestants. The 1983 data are close to those from 1982.

Since 1958, which was a peak year for church attendance, the drop in church going has been most noticeable among Catholics. Attendance at Mass has fallen 23 points between 1958 and 1983, while church attendance among Protestants has remained stable.

The Gallup study concluded that persons with a college background go to church more often than those with less formal education and as with

membership, the rate of attendance increases with age.

Married persons attend church more than single, and widowed attend even more than married persons. City dwellers go to church more than those who live in the suburbs and those from rural areas attended even more than city dwellers during 1983.

The slight decline in attendance noted by the Gallup studies was also evident in data from the National Council of Churches which reported that memberships in 10 of the mainline Protestant churches in the United States declined about one-half of one percent. But despite the slight slip in members, the churches continued to grow financially.

The growth in giving was achieved through an increase in the size of gifts, rather than in number of donors.

The data show that giving within the 10 denominations was up by 8.1 percent with average per capita giving reaching $249.16, an increase from the $230.51 the year before. Contributions to the 10 bodies reached a total of $6,147,941,163, compared with $5,687,560,686 the year before.

The decline in membership of the 10 bodies was the second consecutive annual slip. Both years saw declines of less than one percent while in 1980 they had gained just about one percent, so the losses placed them where they stood three years ago.

The 10 denominations surveyed are the American Baptist Churches in the U.S.A., the American Lutheran Church, Christian Church (Disciples of Christ), Episcopal Church, Lutheran Church in America, Lutheran Church –Missouri Synod, Presbyterian Church in the United States, United Church of Christ, United Methodist Church and the United Presbyterian Church in the U.S.A.

Among these church bodies two had membership increases—the American Baptist Churches (0.9 percent) and the Lutheran Church in America (0.1 percent). All of the others lost members, ranging from an extremely small loss of 213 members in the American Lutheran Church to a loss of 1.5 percent in the former

Church/Synagogue Attendance
(Percent attending in average week of 1983)

National	40%
Men	37
Women	43
Whites	40
Blacks	42
College graduate	44
College incomplete	39
High school	39
Grade school	42
Total under 30 years	30
18-24 years	29
25-29 years	31
30-49 years	39
50 and older	48
50-64 years	45
65 and older	51
East	37
Midwest	35
South	42
West	43
Republicans	47
Democrats	40
Independents	36
Under $15,000 income	40
$15,000 income and over	40
Protestants	39
Catholics	52
Jews	32
Married	43
Single	29
Widowed	49
Currently divorced/separated	30
Resident in central states	39
Suburbs	38
Rural	42

Source: Religion in America, 1984

Protestant Giving in 12 Denominations

Church & Membership*	Total Contributions (millions)	Per Capita Gift
American Baptist Churches in the U.S.A. (1.60 million)	$267.97	$165.24
American Lutheran Church (1.76 million)	$436.85	$248.46
Church of the Nazarene (490,852)	$256.27	$515.38
Episcopal Church (1.92 million)	$778.18	$404.84
Lutheran Church in America (2.17 million)	$518.78	$238.38
Lutheran Church—Missouri Synod (1.98 million)	$543.92	$274.54
Presbyterian Church in the U.S. (814,931)	$333.89	$409.71
Seventh-Day Adventists (606,310)	$436.31	$719.62
Southern Baptist Convention (13.99 million)	$3,114.67	$222.60
United Church of Christ (1.70 million)	$376.43	$220.30
United Methodist Church (9.45 million)	$1,794.71	$189.78
United Presbyterian Church in the U.S.A. (2.34 million)	$835.66	$356.75

Total Membership: 38.82 million

Total Contributions
$9,693.64 million (up 9.2%)

Average Per Capita Gift:
$249.70 (up 11.5%)

*Full or confirmed figures are given.

Source: Yearbook of American and Canadian Churches, 1984 edited by Constant H. Jacquet, Jr., Nashville, Abingdon Press, 1984

United Presbyterian Church.

Every denomination registered increases in contributions.

Increases in total contributions were: American Baptist Churches, 6.9 percent; American Lutheran Church, 2.5 percent; Christian Church (Disciples of Christ), 7.7 percent; Lutheran Church in America, 6.5 percent; Lutheran Church–Missouri Synod, 5.4 percent; Presbyterian Church in the U.S., 9.3 percent; United Church of Christ, 7.9 percent; United Methodist Church, 9.9 percent; and the United Presbyterian Church in the U.S.A., 7.2 percent.

Data from the National Council of Churches on 40 Protestant denominations show full or confirmed membership totaling 41,618,179 and contributions of $10,745,238,196. But because the total number of church bodies providing information changes each year, direct year-to-year comparisons of membership and giving figures are not possible. To get a comparison, 12 of the larger mainline churches that report each year are used.

An examination of those 12 bodies shows that contributions grew to a total of $9.69 billion, an increase of 9.1 percent from the $8.88 billion the year before. But the growth in contributions reflected only an increase in per capita giving, rather than an increase in contributors, since the actual membership of the 12 churches declined to 38.82 million from 39.65 million the previous year. The average per capita gift was $249.70 and that was an increase of 11.5 percent from the $223.96 average per capita gift the year before.

Somewhere between 38 and 52 religious bodies have been able to supply annually complete financial data on total contributions received. The total contributions are the sum of all

benevolences plus all congregational finances.

Representing roughly 20 percent of the total number of U.S. denominations and 30 percent of total U.S. membership reported to the *Yearbook of American and Canadian Churches*, giving to these bodies is approximately 40 percent of total church contributions in the U.S. in any given year.

There are at least four reasons more denominations do not supply statistical data on church finances. Constant Jacquet, of the Office of Research, Evaluation and Planning at the National Council of Churches, listed them as:

—the desire to keep the information confidential;

—a belief that there are Biblical restrictions against this type of accounting;

—a lack of adequate statistical programs in denominations to report accurate membership and financial data;

—denominational policies that do not require reporting to a central office.

The fragmentary information that is received, however, provides a good sample that helps to determine what is happening in the area of contributions to religious organizations. But it should be remembered that the NCC figures are aggregate data and the experience of individual denominations may vary.

Organized religion, like the rest of philanthropy, is struggling with powerful forces of inflation. While the dollar amounts of giving have increased from $69 per capita full member in 1961 to $261.45 in 1982, an increase of 280 percent, in constant 1967 dollars the increase is only from $77.01 in 1961 to $90.60 in 1982, an increase in real terms of only 17.6 percent.

Those who live with the problem every day believe much education and action in the area of stewardship have been necessary to defend the financial structure of organized religion.

There are no data available on Catholic giving, but the studies conducted by the Gallup Organization show that

Number of United States Churches, and of Members, by Religious Groups

	Number of Bodies Reporting	Number of Churches	Number of Members
Buddhists	1	62	100,000
Eastern Churches	18	1,632	3,859,668
Jews*	1	3,500	5,725,000
Old Catholic, Polish National Catholic, Armenian Churches	7	427	924,861
Protestants**	186	310,284	76,754,009
Roman Catholic	1	24,071	52,088,774
Miscellaneous***	5	1,135	150,747
Totals	219	341,111	139,603,059

*Including Orthodox, Conservative and Reformed branches.

**Some bodies included here are, strictly speaking, not "Protestant" in the usual sense, such as various Latter-Day Saints groups and Jehovah's Witnesses.

***This is a grouping of bodies officially non-Christian, including those such as Spiritualists, Ethical Culture Movement, and Unitarian Universalists.

Source: National Council of Churches

Some Comparative United States Church Statistics

	1982	1983
Church Membership as a Percent of U.S. Population	59.7	59.6
Membership Gain or Loss over Previous Year	3,635,671	1,150,445
Percentage of Gain or Loss over Previous Year	2.69	0.83

Source: National Council of Churches

52 percent of Catholics attend church at least once a week. At the same time, 56 percent of Catholics rated religion as very important in life, the same figure for two years in a row. Gallup's survey found that 80 percent of all Catholics are members of the church, while among Protestants, 73 percent consider themselves to be church members.

The *Official Catholic Directory*, issued by P.J. Kenedy and Sons, reported that on a geographical basis, the Archdiocese of Los Angeles has replaced Chicago as the largest Catholic See in the nation.

Catholics in the United States now number 52,088,744, an increase of 881,165 from the previous year.

The number of parishes declined by 64 to 18,839, and 919 of them were without resident pastors.

Church/Synagogue Attendance

1983	40%
1982	41
1981	41
1980	40
1979	40
1978	41
1977	41
1976	42
1975	40
1974	40
1973	40
1972	40
1971	40
1970	42
1969	42
1968	43
1967	43
1966	44
1965	44
1964	45
1963	46
1962	46
1961	47
1960	47
1959	47
1958	49*
1957	47
1956	46
1955	49*
1954	46
1950	39
1940	37**
1939	41

**High points*
***Low point*

Source: Religion in America, 1984

Giving to EDUCATION

	Amount (Billions)
1970	$3.24
1971	3.56
1972	3.66
1973	4.10
1974	4.14
1975	3.85
1976	4.39
1977	4.74
1978	5.55
1979	5.99
1980	6.78
1981	7.59
1982	8.44
1983	9.04

America's educational institutions received a record breaking $9.04 billion in charitable contributions during 1983, an increase of 7.1 percent from the revised total of $8.44 billion that had been donated a year earlier.

The American Association of Fund-Raising Counsel said the estimate for giving to educational institutions, agencies and organizations represented 13.9 percent of all charitable gifts made in 1983. During 1982 donations to the category of education accounted for 14.1 percent of all philanthropy.

For the past few years, the association said, there had been evidence that the educational community was receiving a larger share of corporate and foundation contributions than was customary.

That was accompanied by speculation that a significant shift toward giving to education was taking place and that other categories of philanthropy would not see their funding from corporations and foundations increase as quickly as would education.

In 1983, however, that feeling was tempered a bit—at least as far as funding from foundations is concerned. There was a decline in foundation giving to the overall field of education, but an increase to higher education.

But corporate donations to the educational community were still growing, although not at the same pace as in recent years. Considering, however, the state that corporations were in during the recession, it is a small wonder that they grew at all. To any area.

Of course during 1982 corporate giving to the educational community—and for that matter, overall giving to education—had been boosted substantially by a single $30 million gift to the University of California at Los Angeles from the Hearst Corporation.

And reportedly, that was only half of the total gift the communication conglomerate was scheduled to give to UCLA. The other half—also valued at $30 million and probably more now—was originally anticipated in 1983. But it didn't come. Yet.

The total given in 1982 to education was also pushed upward by two large bequests—one for $77 million and a second for $38 million—from the same donor.

Unlike the Hearst gift, however, the bequests from Edward Mallinckrodt, Jr., will not be repeated.

The overall percentage increase of 7.1 percent in giving to education was slightly higher than the 6.1 percent rise reported by the Council for Financial Aid to Education, which each year measures philanthropy to more than 3,000 of the nation's colleges and universities.

The most recent CFAE data show

that colleges and universities received $5.16 billion in voluntary support, with several categories of donors setting new records. A year earlier, CFAE reported that giving to higher education had reached $4.86 billion, and while that was a double digit increase and one of the largest ever recorded, the percentage rise could be directly attributed to the Hearst gift and the two bequests from Edward Mallinckrodt.

An analysis of donor categories from the latest CFAE survey shows that there were increases in support from non-alumni individuals, corporations and from foundations.

The CFAE study measures only giving to higher education, and the increase in support to those institutions from foundations is not reflective of the overall foundation support to the total field of education, as measured by the Foundation Center's Grants Index. In that barometer, foundation giving to education declined from year earlier levels.

The data from CFAE showed there was a decline in giving to higher educational institutions from alumni from the year earlier levels, but if Mallinckrodt had been discounted from the 1982 total, the small decline would have turned into a ten percent increase.

The CFAE figure for alumni giving in the most recent survey is $1,237 million, representing a falloff of 0.2 percent from the actual total for 1982.

Contribution to higher education from non-alumni set a new record, CFAE reported, and reached $1,190 million, an increase of 8.4 percent from the level in 1982. As a portion of all giving to colleges and universities, non-alumni represented 23.1 percent; as compared with 22.6 percent the year before.

In its most recent analysis, CFAE reported that contributions from religious organizations continued an upward trend and gifts from that category totaled $206 million, a gain of 17.7 percent from the $175 million contributed a year earlier.

In both 1980 and '81 gifts from religious organizations had declined, primarily because of pressures faced by the religious groups in other areas. The two consecutive years of gains, however, meant that religious organizations contributed 4.0 percent of all the gifts received by the nation's colleges and universities, but that still fell short of the 5 percent they gave between 1976 and 1978.

Donations from the "other" category rose last year and reached a record $397 million, an increase of 7.7 percent. Contributions from that category represented 7.9 percent of the total given to colleges and universities, and that was a low point.

As recently as six years ago, contributions from the "other" category accounted for 9.2 percent.

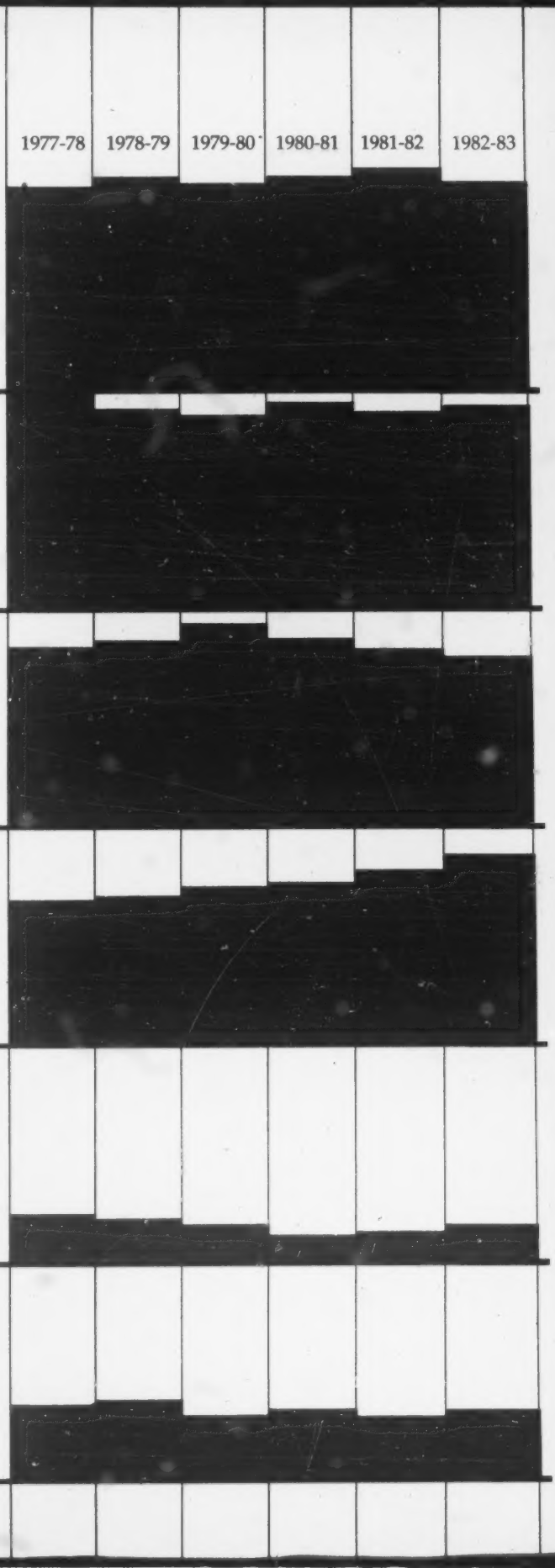
The corporate community continued during 1983 to support the nation's colleges and universities, and despite a third consecutive year of declines in profits, corporations increased the total given to higher education.

The CFAE data showed that corporations gave a total of $1,112 million in 1983, more than double the $508 million given just nine years ago.

The joint CFAE-Conference Board, study conducted each year, shows in the most recent report that corporations gave almost 38 percent of every dollar they contributed to educational institutions, organizations and agencies.

Traditionally, between 70 and 75 percent of all corporate giving to the

Giving to Higher Education



Alumni

1977-78 ..... 23.5%
1978-79 ..... 24.3%
1979-80 ..... 23.9%
1980-81 ..... 24.8%
1981-82 ..... 25.5%
1982-83 ..... 24.0%

Non-Alumni

1977-78 ..... 25.2%
1978-79 ..... 22.8%
1979-80 ..... 22.3%
1980-81 ..... 23.8%
1981-82 ..... 22.6%
1982-83 ..... 23.1%

Foundations

1977-78 ..... 20.5%
1978-79 ..... 21.7%
1979-80 ..... 23.8%
1980-81 ..... 21.8%
1981-82 ..... 20.6%
1982-83 ..... 19.7%

Business

1977-78 ..... 16.7%
1978-79 ..... 17.2%
1979-80 ..... 18.3%
1980-81 ..... 18.4%
1981-82 ..... 20.1%
1982-83 ..... 21.5%

Religion

1977-78 ..... 5.2%
1978-79 ..... 5.0%
1979-80 ..... 4.1%
1980-81 ..... 3.3%
1981-82 ..... 3.6%
1982-83 ..... 4.0%

Other

1977-78 ..... 8.9%
1978-79 ..... 9.0%
1979-80 ..... 7.6%
1980-81 ..... 7.9%
1981-82 ..... 7.0%
1982-83 ..... 7.7%

Source: *Council for Financial Aid to Education*

overall field of education goes to higher education, and this has historically accounted for between 14 and 16 percent of total giving to these institutions. But during the past ten years this total has grown so substantially that today it accounts for 21.5 percent of all giving to the nation's colleges and universities.

At least in part, a considerable amount of the growth achieved in the field of education can be attributed to an increase in the number of colleges and universities that are organizing development activities and using more professional methods of seeking funds.

And some credit is due to matching gift programs, which have grown at a steady pace over the years.

Just how much of the total given to education from the corporate community could be attributed to the Economic Recovery Tax Act of 1981 is still being assessed. It provides that corporations can deduct gifts of company product when they are made to colleges and universities for research purposes.

But CFAE, in its survey, attempted to put some measurement on its impact.

The results show a total of $58.9 million worth of company products being given to institutions of higher education. Of that, the largest share was given to private four-year institutions—$36.9 million.

Data from The Foundation Center show that during 1983 the field of education received a total of $286.0 million in grants of $5,000 and more. That represented 16.0 percent of foundation giving, and it was a substantive drop from the previous year.

In 1982, the Grants Index showed a total of $355.6 million given to the field of education, and that accounted for 23.9 percent of all grants listed.

Just what happened is not clear, but there were decreases in foundation giving to every subgroup except vocational education. And that rose from $7.1 million to only $7.3 million.

Large grants to higher education, the Index showed, dropped from $258.8 million in 1982 to $200.1 million in 1983, while the grants of $5,000 or more to the general category of education declined from $20.0 million to $14.0 million.

The American Association of Fund-Raising Counsel conducted a survey among some of its members on giving to capital campaigns for higher education.

With individual goals ranging from $1 million to $133.75 million, aggregate goals set for the campaigns totaled $310,850,000. With the aid of professional counsel the institutions raised $303,129,000 in total contributions, or 97.5 percent of the total goals. At the termination of professional counsel, only three of the 21 campaigns had not attained or exceeded their goals.

The institutions studied are of varying sizes and locations representing the Midwestern, Western, Northeastern and Southeastern regions of the continental United States, and one institution in Ireland. The campaigns were conducted for capital purposes, construction, endowment, renovations and faculty/staff development.

Independent Colleges and Universities

After a year of major enrollment declines, 1983 was an important year for independent colleges and universities.

Some observers questioned whether the sector could regain the stability of past years and forestall fur-

Estimated Voluntary Support, by Source and Purpose (millions)

	1977-78	1981-82	1982-83	% of Total	% Change, 1982-83 v. 1981-82	% Change, 1982-83 v. 1977-78	% Change, 1982-83 v. 1977-78 adj. for HEPI
TOTAL VOLUNTARY SUPPORT	$3,040	$4,860	$5,160		+ 6.2	+ 69.7	+10.7
Sources							
Alumni	$ 714	$1,240*	$1,237	24.0	− 0.2	+ 73.2	+13.0
Nonalumni Individuals	766	1,097	1,190	23.1	+ 8.4	+ 55.4	+ 5.0
Foundations	623	1,003	1,018	19.7	+ 1.4	+ 63.4	+ 6.8
Business Corporations	508	976**	1,112	21.5	+13.9	+118.9	+42.9
Religious Denominations	158	175	206	4.0	+17.7	+ 30.4	−14.1
Other	271	369	397	7.7	+ 7.6	+ 46.4	− 4.4
Purposes							
Unrestricted	$ 934	$1,348	$1,506	29.2	+11.7	+ 61.2	+ 5.2
Physical Plant	447	747	791	13.3	+ 5.9	+ 77.0	+15.3
Research	480	676	750	14.5	+10.9	+ 56.3	+ 2.1
Student Aid	429	658	689	13.4	+ 4.7	+ 60.6	+ 4.7
Faculty Compensation	185	284	334	6.5	+17.6	+ 80.5	+17.4
Other	565	1,147†	1,090	21.1	− 5.0	+ 92.9	+25.6
Current Operations	$1,825	$2,870**	3,125	60.6	+ 8.9	+ 71.2	+11.6
Capital Purposes	1,215	1,990*	2,035	39.4	+ 2.3	+ 67.4	+ 9.1
Price Indices (1967 = 100)							
Consumer (CPI)	188.5	280.8	293.8		+ 4.6	+ 55.9	
Higher Education (HEPI)	201.3	290.4	308.8		+ 6.3	+ 53.4	

*Includes bequests from Edward Mallinckrodt, Jr., of $77 million to Harvard University and $38 million to Washington University for "other" capital purposes.

**Includes newsreel film library valued at $30.4 million from Hearst Corporation to University of California at Los Angeles for "other" purposes.

†Includes $115 million in bequests and $30.4 million gift-in-kind.

Source: Council for Financial Aid to Education

ther erosion in the enrollment of entering freshmen.

Many colleges took steps to increase recruitment efforts in order to counter two important problems—the declining purchasing power of federal student aid programs and a smaller pool of high school graduates. The Congressional commitment to student aid, increased optimism about the economy, and diligent efforts by colleges and universities to retain current students and attract new ones, combined to return stability to enrollment in independent institutions in the fall of 1983.

Total enrollment increased slightly in all regions and among most types of institutions. Still, the modest increases in full-time students were not large enough to offset the losses suffered in the fall of 1982.

The National Institute of Independent Colleges and Universities (NIICU) conducted its seventh annual survey of fall enrollment to provide timely and accurate information for executive officers of colleges and universities and for policymakers at the state and national levels.

All of the approximately 1,500 independent institutions were surveyed and more than 1,200 institutions, enrolling 81 percent of all students, responded.

The survey found that more than

2.65 million students attended independent colleges and universities in the fall of 1983, an increase of 0.91 percent from fall 1982.

There were significant differences among types of institutions.

Only universities lost total enrollment, while the gains among other types of colleges varied from a 0.05 percent increase in comprehensive colleges and universities to a 5.60 percent increase in the number of students attending two-year colleges.

Total enrollment increased in all regions. The magnitude of the increases varied from 0.17 percent and 0.28 percent in the Northeastern and Midwestern regions respectively, to increases of 2.06 percent in both the Southern and Western regions.

These increases differ sharply from the results reported in fall 1982 when all regions except the South reported declines in enrollment.

Almost 412,000 full-time freshmen entered independent colleges and universities for the first time this fall, the survey found, an increase of 1.43 percent over fall 1982.

But even with this increase, the current number of entering freshmen is three percent below the number who entered in fall 1981. Unless more students have remained in college or additional transfers have been attracted, most freshmen and sophomore classes are smaller this year than in the recent past.

In fall 1983 the change in the number of entering freshmen varied from a modest loss of 0.60 percent in the Mid-Atlantic region to an increase of 3.82 percent in the Southern region.

This is quite different from last fall when all regions suffered losses of full-time entering freshmen.

Graduate enrollment increased by 2.63 percent in fall 1983. Total enrollment of first-professional students was up 0.39 percent due to an increase in the number of part-time students.

Independent Schools

The most recent data from the National Association of Independent Schools (NAIS) showed a massive increase in the amount of support received by the schools that reported to the Association.

NAIS said that a total of 627 schools reported they had received $276.2 million in donations compared with $202.8 received by 581 schools in the previous year. The 36 percent increase could be attributed, in part at least, to an increase in the number of schools that reported to NAIS in the two-year period.

An analysis of the data from 601 of the schools shows that $104.6 million was received through annual campaign giving and $171.6 million was raised by 458 schools in capital campaigns.

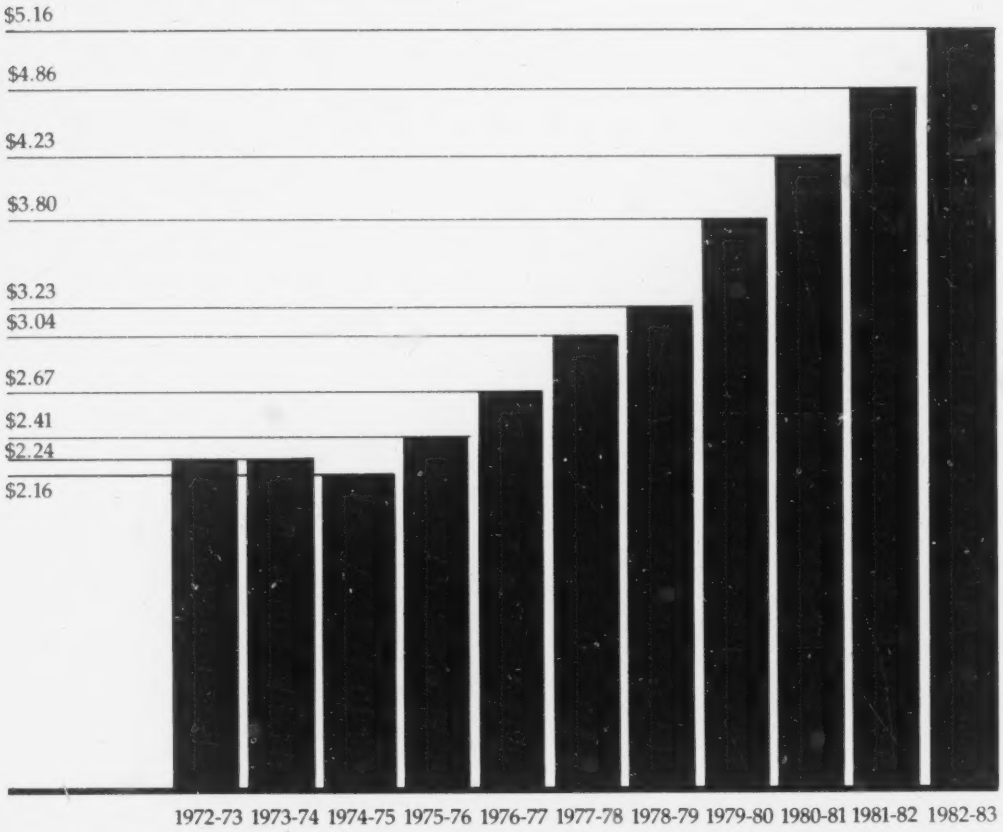
Coeducational boarding schools raised more than $50 million through capital campaigns and $20 million through annual campaigns, the data showed, while elementary and secondary schools raised $32.9 million through annual campaigns and $43.5 million from capital campaigns.

The data from NAIS show that parents of present students gave 29.9 percent of annual funds, the largest share, while alumni gave 27.2 percent of the total. Foundations gave 10.6 percent; corporations 1.9 percent in direct gifts, and 2.9 percent of the total in matching gifts.

What NAIS classified as "friends" gave 12.3 percent of the money going to annual support.

In the area of capital giving to the independent schools, foundations

Estimated Total Voluntary Support (in billions)



Source: *Council for Financial Aid to Education*

gave the largest share—28.3 percent of the total raised. Alumni gave 27.5 percent and parents 14 percent. NAIS said that "friends" accounted for 18 percent of all capital gifts and that special events accounted for 1.8 percent.

In annual giving programs conducted by the schools, special events accounted for 6.8 percent of the total raised.

NAIS reported that 480 of the independent schools had endowments worth $1.1 billion, and that the average endowment per student was $5,079. Coeducational boarding schools had the largest share of endowment—$391 million; followed by coeducational elementary and secondary day schools with $237.8 million.

Catholic Schools

An analysis of data supplied by the National Catholic Education Association showed that fund-raising activity in the Catholic school system is increasing and accounting for a larger share of the overall operating costs of the schools.

Catholic high schools, for example, raise about 6.6 percent of their operat-

ing costs through philanthropy, while as recently as 1977, the percentage was 5.3 percent.

Contributed services account for roughly 10.4 percent of operation costs, but that is down from the 15.8 percent contributed services accounted for in 1977.

Among the high schools, operating revenue is coming more from fund-raising activities and from tuition—which accounts for 67.5 percent of all operating income—and less from contributed services. The percentage of operating revenue subsidized by parishes and dioceses has fluctuated in recent years.

Private schools, the Association said, are the most effective at fund raising, with 7.7 percent of their revenues attributed to philanthropy, while diocesan schools raise about 5.6 percent of their total revenues through philanthropy.

Parish schools raise about 6.2 percent of their total costs through philanthropy.

Approximately $91 is raised each year, per pupil, in each of the Catholic schools in the United States. But even at 6.6 percent of total revenues, it is miniscule when compared with the total average revenue per pupil of $1,376 annually.

After literally more than a century of steady growth, many of the nation's Catholic schools have been closing their doors. Those who run the systems believe they have to shrink just to survive.

Squeezed between declining enrollments and escalating costs, 40 percent of the Catholic schools in the nation have shut within the past 20 years.

Enrollment at Catholic schools peaked in 1965 and has been steadily declining ever since. The result has been sweeping changes at the surviving schools as they tried to adapt to the changing student bodies, slow the decline in enrollment and attract new students.

As a result, many of the nation's Catholic educational institutions bear little resemblance to those that educated earlier generations.

At many of them, the majority of students are not Catholic and formal religious classes are now voluntary. Lay teachers now outnumber religious among the faculty—and now constitute 77 percent of all Catholic-school teachers—and many parents today feel it less important than in the past for their children to have a parochial-school education.

Schools in inner-city areas are often the hardest hit, for along with a declining birth rate many families moved to suburban areas.

The People

Education is the primary activity of approximately 60.7 million Americans.

Included in the total are an estimated 57.1 million students enrolled in schools and colleges, 3.3 million teachers and about 300,000 superintendents, principals, supervisors, and other instructional staff members. This means that in a nation with approximately 232 million people, more than 1 out of every 4 persons was directly involved in the educational process.

Total enrollment in elementary and secondary schools and colleges and universities reached an all-time high of 61.3 million in the fall of 1975. For more than a decade, small annual decreases have occurred at the elementary school level, reflecting the continuing decline in the number of children 5 to 13 years old. Enrollment

in the high school grades peaked in the fall of 1976, while college enrollment in most recent years has continued to rise.

It is estimated that the following percentages of the school-age population were enrolled in school (excluding nursery school) in the fall of 1982: Of 5-year-olds (the usual kindergarten age), 90 percent; of 6- to 13-year-olds (grades 1 through 8), 99 percent; of 14- to 17-year-olds (grades 9 through 12), 94 percent; and of 18- to 24-year-olds (college age), 30 percent. These estimates are derived from data obtained in the annual fall surveys of the U.S. Department of Commerce, Bureau of the Census.

Data from the fall survey of enrollment in higher education indicate that about 12,426,000 students were enrolled in colleges and universities. This means that college enrollment reached another all-time high even though the increase over the previous year was less than one-half of 1 percent.

Enrollment in the fall of 1982 in public and private schools at the secondary level (grades 9 through 12) is estimated at about 13.8 million, or 3.5 percent less than the 14.3 million students enrolled a year earlier. Most of the decrease is believed to have occurred in public schools Enrollment in private schools declined slightly to an estimated 1.3 million.

Enrollment at the elementary school level (kindergarten through grade 8) declined by less than 1 percent, from an estimated 31.1 to 30.9 million. Private school enrollment dropped slightly to about 3.6 million, while public schools experienced a decrease estimated at about 170,000 pupils.

School enrollment in the future will be significantly influenced by trends in the birth rate. Data from the National Center for Health Statistics, U.S. Public Health Service, show that the number of live births in this country attained an all-time high of 4.3 million in 1961. They then declined precipitously for more than a decade. From 1973 through 1976 the annual number of births was between 3.1 and 3.2 million, but the birth rate turned upward again in 1977. Subsequently, there have been annual increases that have raised the number of children born from 3.3 million in 1977 to 3.7 million.

The latest projections of the National Center for Education Statistics indicate that small reductions in elementary school enrollment will continue for the next year or so and are directly attributable to the expected decline during this period in the number of children aged 5 to 13.

Enrollment in the elementary grades should start to rise again in the mid-1980s as the children born in the recent past reach school age. The small annual decreases in high school enrollment, which began in 1977, are expected to continue throughout most of the 1980s.

College enrollment appears to have reached its peak.

The college-age population (18- to 24-year-olds) is expected to decline for a number of years after peaking in 1981, and emerging trends in college attendance rates will determine what happens to higher education enrollment during the rest of this decade.

In recent years, the increased attendance of women, older students (those 25 years old and over) and part-time students has played a major role in maintaining college enrollment at a high level.

An estimated 2.4 million persons

were employed as classroom teachers in public and private elementary and secondary schools, slightly less than a year earlier. Only minimal changes occurred at the elementary and the secondary levels.

The number of public school teachers is estimated at 2,120,000, and about 280,000 were in private schools. Approximately 1,360,000 were teaching in elementary schools, and the remaining 1,040,000 were employed at the secondary level.

Overall, the trend in most recent years has been for the number of public school teachers to remain relatively stable, while enrollment has been declining. The result has been a continuing improvement in the pupil-teacher ratio. In the fall of 1981 there were 18.9 pupils per teacher compared with 22.3 pupils for each teacher 10 years earlier. Moreover, a recent study by the National Education Association indicates that many of the public school teachers in the 1980s have spent more years in preparing for a teaching career than those who taught in previous decades. Fewer than 1 percent of the teachers in 1981 did not have a bachelor's degree, compared with 15 percent in 1961. In 1981, about 50 percent of the teachers held a master's or higher degree, compared with 23.5 percent 20 years earlier.

The average annual salary of classroom teachers in public elementary and secondary schools rose 8.8 percent over the preceding year, bringing the average salary to approximately $20,500. The average salary of the total professional instructional staff, including principals, supervisors, teachers and other personnel, is somewhat larger—the estimates for 1982-83 are $20,110 and $21,500, respectively. For several years prior to 1981-82, the rise in salaries had failed to keep pace with the rapid acceleration in the cost of living as measured by the Bureau of Labor Statistics' Consumer Price Index.

The number of instructional staff members in colleges and universities has continued to grow, but at a slower rate than in the middle and late 1960's. The full-time and part-time teaching staff, including graduate assistants, is estimated at about 870,000, an increase of 5,000 over the previous year. During the past decade, while college enrollment was growing by 35 percent, the number of instructional staff members increased by an estimated 47 percent.

The average salary of full-time instructional faculty in institutions of higher education was about $27,000. These salary figures are based upon 9-month teaching contracts. They do not include income from teaching in summer school or from other paid employment.

The largest high school graduating class was in school year 1976-77, when 3,161,000 persons received their diplomas. The number of graduates in 1982-83 exceeded 2,800,000, down more than 5 percent from the number who graduated in 1981. The large number of graduates in the recent past reflects the high birth rate in the late 1950's and early 1960's as well as the tendency of most young Americans to remain in school at least until high school graduation. About three-fourths of the young people today finish high school, and about 47 percent (more than 60 percent of the high school graduates) can be expected to enter a degree-credit program in a college or university. If present trends continue, about 24 percent of persons in their late teens today can be ex-

pected to earn a bachelor's degree; 8 percent, a master's degree; and nearly 1 percent, a doctorate.

In a survey of the educational attainment of the population conducted in March 1979, the Bureau of the Census found that the median number of school years completed by young adults 25 to 29 years of age was 12.9 years. Persons 45 to 49 had completed 12.5 years, while senior citizens 75 years old and over had spent 8.8 years in school. These figures indicate the tendency of each generation to spend more years in school than the generation that precedes it.

Expenditures for public and private education from kindergarten through graduate school reached $186.5 billion for the 1980-81 school year, and exceeded $215 billion for 1982-83. The expenditures of elementary and secondary schools totaled about $133 billion last year, while institutions of higher education spent more than $82 billion. Public schools and colleges spent about $172 billion in 1982-83, compared with about $43 billion for private institutions.

Viewed in another context, the total expenditures for education during 1982-83 amounted to about 7 percent of the gross national product (GNP). The percentage of the GNP spent for education was in a rising trend for many years before peaking at 8 percent in 1975-76.

Nationally, the current expenditure per pupil in average daily attendance in public elementary and secondary schools was 2.7 times as large in 1981-82 as it was 10 years earlier. The rise was from $990 in 1971-72 to about $2,670 in 1981-82. However, in dollars adjusted for changes in the Consumer Price Index, the increase was only 17.9 percent. The current expenditure per pupil in 1982-83 reached $2,900.

Large Gifts to Education—(1983)
Donor/Amount/Recipient

C. B. Pennington—
$125 million to Louisiana State University
Anonymous—
$50 million to Cornell University
IBM Corporation—
$40 million (computers) to 20 universities
Conrad M. Hilton Foundation—
$21.4 million (over 10 years) to University of Houston
System Development Foundation—
$21 million to Stanford University
Computer and Microelectronic firms (15)—
$18 million in funds and computer equipment to Univ. of California at Berkeley
Nobel J. Dick—
$15 million to Duquesne University
IBM—
$15 million to Brown University
North Shore Unitarian Universalist Society of Plandome—
$11 million shared by Harvard Divinity School, Unitarian Universalist Theological School (Chicago) and Unitarian Universalist Theological School (Berkeley)
Leonard and Ronald Lauder—
$10 million to University of Pennsylvania
Edwin C. Whitehead—
$10 million (10 years) to Duke University
Anonymous—
$7 million (5 years) to Cornell University
Arthur Decio—
$6.2 million to University of Notre Dame
Dwight F. Benton—
$6 million to University of Michigan
Harold F. Johnson—
$5.7 million to Hampshire College
Warren Wright—
$5.4 million to University of Miami
Warren Wright—
$5.3 million to University of Chicago
Parker Sanders—
$5 million (property) to University of Minnesota
Anonymous—
$5 million to Hanover College
Temple Hoyne Buell—
$5 million to Columbia University

John M. Templeton—
$5 million to
Oxford Center for Management Studies

James S. McDonnell Foundation—
$5 million to Washington University

James A. Elkins, Jr. &
Margaret Weiss Elkins—
$5 million to Princeton University

Milton Petrie—
$5 million to New York University

Mr. & Mrs. Walter Huff, Jr.—
$5 million to Monmouth College

Stanley Kraus Associates—
$4.5 million to Slippery Rock State College

Olin Foundation—
$4.5 million to University of San Diego

Firestone Foundation—
$4.5 million to Princeton University

Margaret Bloom—
$4.5 million to
University of Illinois at Urbana-Champaign

Mark Michton—
$4 million to Brandeis University

Winfield W. Scott—
$4 million to University of Rochester

Anonymous donors—
$4 million to Cornell University

Pennzoil Co.—
$3.5 million to
Louisiana State University at Shreveport

Ira D. & Miriam Wallach—
$3.5 million to Columbia University

William Harris—
$3.5 million to University of Oregon

Jose Drudis-Biada—
$3.1 million to Mt. Saint Mary's College (CA)

Anonymous—
$3 million to Indiana Central University

Warner Communications—
$3 million to
New York University School of Arts

Charlotte Killman Wright Brown—
$3 million to Goucher College

Eldon R. Siehl—
$3 million to University of Minnesota

Lucy Withers Armour—
$3 million to Unversity of Virginia

Sara Delfand Deutschmann—
$3 million to
Harvard School of Dental Medicine

Saul & Janice Faulk—
$3 million to Columbia University

Leonard Stern—
$3 million to New York University

Charles W. & Margaret Henningson
Durham—
$3 million to Iowa State University

Mr. & Mrs. Maxwell Gluck—
$3 million to University of Kentucky

Sam P. Horn—
$3 million to University of Florida

Houston Endowment—
$2.75 million to Texas Lutheran College

George B. Knox—
$2.7 million to Bowdoin College

Uris Brothers Foundation—
$2.5 million to Columbia University

Doris Chenault—
$2.5 million (farm) to
Centre College of Kentucky

Eastman Kodak Co.—
$2.5 million to Cornell University

Corning Glass Works—
$2.5 million to Cornell University

Union Carbide Corporation—
$2.5 million to Cornell University

Utopia Fund—
$2.3 million to Vassar College

Anonymous—
$2.2 million to Meredith College

Duke Endowment—
$2 million to Duke University

J. N. Pew Charitable Trust—
$2 million to Cornell University

Mr. & Mrs. Dortch Oldham—
$2 million to University of Richmond

Thomas & Dorothy Leavey Foundation—
$2 million to Loyola Marymount University

James W. Goodwin—
$2 million to Auburn University

National Medical Enterprises—
$2 million to
University of Southern California

Joseph B. Dahlkemper—
$2 million to Gannon University

David Richardson—
$2 million to Princeton University

George & Frances Ball Foundation—
$2 million (collection v/a) to
Princeton University Library

Standard Oil Company of Ohio—
$2 million to Pennsylvania State University

Wiengart Foundation—
$1.78 million to
University of California at Los Angeles

Giving to HEALTH AND HOSPITALS

	Amount (Billions)
1970	$3.40
1971	3.65
1972	3.77
1973	4.15
1974	4.29
1975	4.32
1976	4.83
1977	4.90
1978	5.48
1979	6.03
1980	6.59
1981	7.46
1982	8.41
1983	9.15

Americans donated $9.15 billion to the nation's hospitals and health agencies in 1983, a new record.

The American Association of Fund-Raising Counsel said the estimated total represented a gain of 7.1 percent from the $8.44 billion given a year earlier, and while the percentage increase was not as great as the rise experienced by some of the other segments of the philanthropic community, it did outpace inflation.

Whether that resulted in any real gain or not, however, is questioned since the costs of health care traditionally rise more rapidly than the overall inflation index as determined by the Consumer Price Index.

The Bureau of Labor Statistics reported that in 1983 the Consumer Price Index rose by 3.2 percent.

The American Association of Fund-Raising Counsel said that as a portion of all philanthropy in the United States, giving to health and hospitals equalled 14.0 percent. A year ago, the percentage was 13.9 percent. The association said the minor change was not representative of any shift in emphasis among givers and that minor percentage shifts from one category of philanthropy to another are normal.

Both the National Association for Hospital Development and the General Conference of Seventh Day Adventists reported some of their member hospitals had increases in support during 1983.

The NAHD said that while it had not conducted any formal survey of its membership, it appeared that giving from individuals was up slightly from 1982, while giving from corporations was a little off from its 1982 level.

NAHD believed some of its members had increased individual giving through a change in their appeals, at least as far as annual giving was concerned. There was more targeting of annual appeals, NAHD said, specifically to larger giving groups. Rather than sending an appeal to a total list, the larger giving segment of that list would be targeted and while this practice resulted in fewer gifts, they were larger gifts.

At the same time, there was some evidence that professionals were doing more asking for gifts, with volunteer leadership identifying potential donors.

On the corporate side, NAHD said that there was a variety of reasons for what appeared to be a slight decline. They ranged from the fact that some businesses had not yet rebounded from the recession to a belief among some companies that hospitals are not charitable organizations in the true sense, but more like businesses since they charge for services.

Capital giving, according to NAHD, was generally up from its 1982 level.

The 53 member hospitals of the General Conference of Seventh Day Adventists reported a 20 percent increase in contributions from 1982.

During 1983 they received a total of $10.3 million in voluntary support. In 1982 the same hospitals received $8.58 million.

The hospitals, which account for 89 percent of the acute-care beds in the five regional Adventist health system corporations, received the greatest portion of their support from individuals.

Individual giving accounted for 19.8 percent of the total followed by foundations, which gave 15.8 percent. Corporations donated 14.7 percent of the total raised in 1983, while volunteers at the hospitals gave 10.3 percent; physicians 6.9 percent; trustees, 3.6 percent; and employees, 3.2 percent. Clubs and organizations were responsible for donating 3.6 percent.

The American Association of Fundraising Counsel asked a number of its member companies for an analysis of results of campaigns they had conducted during the year for hospitals

Change in General or Community Hospitals

	1978	1979	1980	1981	1982
Number of Hospitals*	5,851	5,842	5,830	5,813	5,801
Number of Beds (000)	975	984	988	1,003	1,012
Admissions (000)	34,506	35,099	36,143	36,438	36,379
Average Daily Census (000)	718	727	747	763	762
Outpatient Visits (000)	201,931	198,778	202,310	202,768	248,124
Average Length of Stay—Days	7.6	7.6	7.6	7.6	7.6
Occupancy Rates (%)	73.6	73.9	75.6	76.0	75.3
Total Expenses (million)	$58,180	$66,004	$76,851	$90,572	$104,876
Number of Personnel**	2,655,000	2,756,000	2,873,000	3,033,000	3,306,000
Payroll Expenditures (million)	$28,939	$32,584	$37,379	$44,042	$50,638
Expenses Per Inpatient Day	$194.34	$217.34	$245.12	$284.33	$327.37

* Excludes hospital units of institutions (prisons, college infirmaries, etc.)
** Adjusted for part-time personnel
Source: Hospital Statistics, 1981 Edition

Change in Voluntary Nonprofit Hospitals

	1978	1979	1980	1981	1982
Hospitals	3,360	3,350	3,339	3,356	3,354
Beds (000)	684	690	693	706	712
Admissions (000)	24,443	24,885	25,576	25,955	25,908
Average Daily Census (000)	521	528	542	555	554
Outpatient Visits (000)	142,617	140,525	142,864	143,953	176,838
Average Length of Stay—Days	7.8	7.7	7.7	7.8	7.8
Occupancy Rates (%)	76.1	76.5	78.2	78.5	77.8
Total Expenses (million)	$42,262	$47,969	$55,815	$66,288	$76,850
Number of Personnel	1,927,000	2,000,000	2,087,000	2,213,000	2,424,000
Payroll Expenditures (million)	$21,337	$24,043	$27,652	$32,785	$37,775
Expenses Per Inpatient Day	$195.07	$217.93	$245.67	$285.61	$330.40

Source: Hospital Statistics, 1981 Edition

and medical centers.

The survey results showed that 26 hospitals and medical centers raised a total of $275,452,752, with 15.4 percent of the donations coming from individuals.

Corporations gave 15.2 percent of the total raised for the hospitals and medical centers, while foundation grants accounted for 20.4 percent of the total.

A total of 41,639 contributors was reported for all of the campaigns.

Trustee contributions totaled $34,031,670, or 12.3 percent of the total contributions. A total of 999 contributors in the trustee category was reported for the campaigns, or 2.4 percent of the total contributors.

Medical staff contributions were reported for all of the campaigns, totaling $23,827,196, or 8.6 percent of the total contributions. A total of 4,344 contributors in the medical staff category was reported, and that represented 10.4 percent of all contributors.

Hospital auxiliary contributions totaled $21,566,541, or 7.8 percent of the total contributions. There were a total of 289 contributors in the hospital auxiliary category.

Hospital employees contributed $4,830,328, or 3.0 percent of the total contributions of $161,652,752 to 25 of the campaigns. A total of 17,954 contributors in the hospital employee category was reported for 24 of the 26 campaigns, or 43.1 percent of the total contributors to all 26 campaigns.

An annual survey conducted by the American Association of Fund-Raising Counsel among large national health agencies showed an overall gain in giving to those organizations.

During 1982 the 20 health agencies reported they had received a total of $924.8 million in contributions, and that represented a rise of 8.6 percent from the $851.2 million the same agencies had received through voluntary contributions in 1982.

The American Cancer Society maintained its top-ranking position among the health agencies with $203.1 million in contributions last year. That represented an increase of 10.9 percent from the 1982 level of contributions received by ACS.

The second largest health agency, the American Heart Association, reported a total of $125.1 million in contributions during 1983, a gain of 14.8 percent from the 1982 total of $108.9 million.

An analysis of the Heart Association figures shows, however, a jump of 34.6 percent in the bequests it received in 1983 over 1982. In 1982, the AHA received $26.6 million in bequests, while a year later the figure was $35.8 million.

Overall, only four of the agencies that participated in the AAFRC survey had reported declines in public support during 1983 from the 1982 level.

A study conducted by the National Health Council among its members showed the agencies received a total of $779.3 million in total revenue, and of that, $600.1 million, or 77 percent, represented contributions.

Program outlays totaled $538.6 million, or 74 percent of total expenses.

The agencies spent $107 million on research and $110 million on public education, the Health Council reported. A total of $225 million was spent on patient services, while $52 million was allocated to community services and $44 million was spent on professional education.

With total revenues and contributions for the Council's agencies increasing by 11.7 percent, outlays grew

by 9.1 percent from their 1982 level of $493.4 million in the previous year.

An analysis of corporate giving, supplied by The Conference Board and the Council for Financial Aid to Education indicate that the share of corporate giving to the health category is slowly dropping.

The most recent joint study showed that the overall category of health and human services received 31.0 percent of all corporate contributions reported by 534 of the nation's large company givers. A year earlier, the same category had received 33.6 percent of all contributions made by 788 companies.

Two years ago, giving to health and human services represented 34.0 percent of all corporate giving and the year before that the portion going to health and human services was 35.0 percent of total corporate contributions by the firms included in the study.

There is evidence of a subtle shift in corporate giving toward education and away from health. Part of the reason is classification of gifts, but perhaps even more significant is the fact that companies can donate gifts of equipment to educational institutions and still get a tax deduction for them. Under the law, they are not permitted to deduct equipment gifts to hospitals, unless they are teaching hospitals and use the gifts for research purposes.

The Foundation Center reported that giving to the health category has remained fairly constant during the last five years and has averaged between 21 and 23 percent of all foundation giving.

An analysis of data supplied by the Foundation Center showed a total of $389.5 million going to the health category in 1983, an increase of 21.7 percent from the $320.0 million given in 1982.

As a portion of all foundation giving, the total to health represented 21.7 percent in 1983, compared with 20.9 percent a year before.

Along with the better than 20 percent boost in the value of grants, there was an increase in the number of gifts that went to the overall health category in 1983. The Center's statistics showed a total of 5,347 grants of $5,000 or more going to the health category in 1983, compared with 4,584 grants in 1982. The data show continuous increases in both the number of grants and the value of those gifts to

National Health Agencies

Agency
American Cancer Society, Inc.
American Heart Association
March of Dimes Birth Defects Foundation
Muscular Dystrophy Association
American Lung Association
National Easter Seal Society
Planned Parenthood Federation of America, Inc.
United Cerebral Palsy Association, Inc.
National Multiple Sclerosis Society
National Association for Retarded Citizens
The Arthritis Foundation
American Diabetes Association, Inc.
National Mental Health Association
Leukemia Society of America, Inc.
Cystic Fibrosis Foundation
National Kidney Foundation
Juvenile Diabetes Foundation
Epilepsy Foundation of America
National Society to Prevent Blindness
Recording for the Blind, Inc.
Damon Runyon-Walter Winchell Cancer Fund
American Foundation for the Blind, Inc.
National Foundation for Ileitis & Colitis, Inc.
National Council on Alcoholism
The National Hemophilia Foundation
Totals .....

**Estimate*
†*Revised*

1983 Total Contributions	1983 Contributions	1983 Bequests	1982 Total Contributions
$203,089,292	$151,181,758	$ 51,907,532	$182,996,700
125,181,031	89,403,066	35,777,965	108,917,877
81,469,000	79,665,000	1,804,000	75,963,943
76,600,000*	74,515,000*	2,085,000*	73,936,804†
76,000,000*	72,000,000*	4,000,000*	68,113,000†
72,000,000	64,500,000	7,500,000	68,000,000
45,000,000*	44,000,000*	1,000,000*	43,974,997†
34,805,161	33,832,810*	972,351*	33,684,446†
34,302,000*	32,449,000*	1,853,000*	32,562,998†
28,451,471*	28,007,680*	443,791*	27,984,221†
27,600,000	19,900,000	7,700,000	25,200,000
23,803,984	21,445,413	2,358,571	20,297,881
20,000,000*	19,000,000*	1,000,000	19,258,692†
18,189,332	17,073,876	1,115,456	15,697,204
16,864,279	16,553,322	310,957	17,124,126
8,300,000*	885,000*	7,415,000*	7,939,480†
6,705,700	6,695,700*	10,000*	5,915,500†
6,529,786*	6,307,944*	221,842*	4,323,614†
5,881,839	4,649,567	1,232,272	6,468,166
4,472,927	4,068,156	404,771	3,884,026
3,340,486	1,457,739	1,882,747	2,386,502
3,283,564	1,582,022	1,701,542	3,826,370
2,206,957	2,113,451	93,506	1,731,411
583,334*	582,334*	1,000*	724,769†
115,948	115,948	-0-	289,592
$924,776,091	**$791,984,786**	**$132,791,303**	**$851,202,319**

the health category for each of the past years.

Of the six subgroups in the health category, four showed considerably higher funding from foundations in 1983, while two others showed slight declines.

Foundation gifts to the general health category grew in 1983 to $22.9 million, a massive jump of more than triple the $6.6 million given the year before. As a portion of all foundation giving, reflected by the Grants Index, giving to the general health category represented 1.3 percent, compared with only 0.4 percent in 1982. In 1981, however, giving to that category was 1.2 percent.

Foundation giving to medical and health education declined last year to $65.1 million from the $76.7 million in 1982. There were only 10 fewer grants made to that subgroup in 1983 than the year before, but as a portion of all major foundation grants it accounted for only 3.6 percent as opposed to 5.2 percent a year before.

Foundation grants for the category of medical care and treatment also declined in 1983, from $146.5 million in 1982 to $138.5 million last year. The 5.4 percent decline came despite an increase in the number of large grants made to the category—from 1,995 to

National Health Expenditures by Type of Expenditure and Source of Funds, 1980-1982

(billions of dollars)
(Totals may not add because of rounding)

Type of Expenditure	Total	Private					Public		
		Total	Consumer			Other[1]	Total	Federal	State & Local
			Total	Patient Direct	Health Insurance				
					1982				
Total	322.4	185.6	174.7	90.4	84.2	10.9	136.8	93.2	43.7
Health Services and Supplies	308.3	179.5	174.7	90.4	84.2	4.8	128.7	87.5	41.2
Personal Health Care	286.9	171.2	167.0	90.4	76.6	4.2	115.7	83.7	32.0
Hospital Care	135.5	63.5	61.3	16.4	44.9	2.2	72.0	54.6	17.4
Physicians' Services	61.8	44.8	44.7	23.1	21.7	—	17.0	13.4	3.6
Dentists' Services	19.5	18.7	18.7	13.4	5.2	—	.8	.4	.4
Other Professional Services	7.1	4.9	4.9	3.6	1.3	.1	2.2	1.7	.5
Drugs and Medical Sundries	22.4	20.4	20.4	17.6	2.8	—	1.9	.9	1.0
Eyeglasses and Appliances	5.7	4.8	4.8	4.4	.4	—	.8	.7	.1
Nursing-Home Care	27.3	12.3	12.2	11.9	.2	.2	15.0	7.9	7.1
Other Health Services	7.6	1.7	—	—	—	1.7	5.9	4.0	1.9
Program Administration and Net Cost of Insurance	12.7	8.3	7.7	—	7.7	.6	4.4	2.4	2.0
Government Public Health Activities	8.6	—	—	—	—	—	8.6	1.4	7.3
Research, and Construction of Medical Facilities	14.1	6.0	—	—	—	6.0	8.1	5.7	2.4
Research[2]	5.9	.3	—	—	—	.3	5.6	5.0	.5
Construction	8.2	5.7	—	—	—	5.7	2.5	.7	1.9
					1981				
Total	286.6	164.4	155.3	82.1	73.2	9.2	122.2	83.7	38.5
Health Services and Supplies	273.5	159.3	155.3	82.1	73.2	4.0	114.2	78.2	36.0
Personal Health Care	254.6	152.4	148.9	82.1	66.8	3.5	102.2	74.4	27.8
Hospital Care	118.0	54.2	52.4	13.1	39.4	1.7	63.8	48.5	15.3
Physicians' Services	54.8	39.7	39.7	20.7	19.0	—	15.1	11.7	3.3
Dentists' Services	17.3	16.6	16.6	12.3	4.3	—	.7	.4	.3

Other Professional Services	6.4	4.7	4.7	3.5	1.1	.1	1.7	1.3	.4
Drugs and Medical Sundries	21.3	19.5	19.5	17.1	2.4	—	1.9	.9	.9
Eyeglasses and Appliances	5.7	5.1	5.1	4.7	.3	—	.7	.6	.1
Nursing-Home Care	24.2	11.0	10.9	10.7	.2	.1	13.2	7.3	5.8
Other Health Services	6.9	1.6	—	—	—	1.6	5.3	3.7	1.7
Program Administration and Net Cost of Insurance	11.1	6.9	6.4	—	6.4	.5	4.2	2.5	1.7
Government Public Health Activities	7.7	—	—	—	—	—	7.7	1.3	6.4
Research, and Construction of Medical Facilities	13.1	5.1	—	—	—	5.1	8.0	5.5	2.6
Research[2]	5.7	.3	—	—	—	.3	5.3	4.8	.5
Construction	7.5	4.8	—	—	—	4.8	2.7	.7	2.1
					1980				
Total	249.0	143.6	135.7	72.1	63.6	7.8	105.4	71.1	34.3
Health Services and Supplies	237.1	139.3	135.7	72.1	63.6	3.6	97.9	66.0	31.9
Personal Health Care	219.4	132.2	129.1	72.1	57.0	3.1	87.2	62.7	24.5
Hospital Care	100.4	46.1	44.6	10.9	33.7	1.5	54.3	41.1	13.2
Physicians' Services	46.8	34.3	34.3	17.8	16.5	—	12.5	9.5	3.0
Dentists' Services	15.4	14.8	14.8	11.2	3.6	—	.6	.3	.3
Other Professional Services	5.6	4.2	4.2	3.3	.9	.1	1.4	1.0	.4
Drugs and Medical Sundries	19.3	17.7	17.7	15.7	2.0	—	1.6	.8	.8
Eyeglasses and Appliances	5.1	4.6	4.6	4.3	.3	—	.5	.5	.1
Nursing-Home Care	20.6	9.1	9.0	8.8	.2	.1	11.5	6.2	5.3
Other Health Services	6.0	1.4	—	—	—	1.4	4.6	3.2	1.4
Program Administration and Net Cost of Insurance	10.7	7.1	6.6	—	6.6	.4	3.7	2.0	1.7
Government Public Health Activities	7.0	—	—	—	—	—	7.0	1.3	5.7
Research, and Construction of Medical Facilities	11.8	4.3	—	—	—	4.3	7.5	5.1	2.4
Research[2]	5.3	.3	—	—	—	.3	5.0	4.5	.5
Construction	6.5	4.0	—	—	—	4.0	2.5	.6	2.0

[1] Spending by philanthropic organizations, industrial in-plant health services and privately financed construction.
[2] Research and development expenditures of drug companies and other manufacturers and providers of medical equipment and supplies are excluded from "research expenditures," but are included in the expenditure class in which the product falls.

Source: Office of Financial and Actuarial Analysis, Bureau of Data Management and Strategy, Health Care Financing Administration.

2,130 in 1983. As a portion of all foundation giving the category dropped from 9.8 percent to 7.7 percent last year.

The data from the Foundation Center reflected an increase in giving by foundations to medical research, mental health and public health.

Organizations in the medical research area received $92.6 million in large foundation gifts during 1983, and that total represented a massive increase of 87.4 percent from the $49.4 million in 1982. Just what prompted the increased giving is not clear, although giving to the medical research area in 1982 was off from the 1981 total and the data for 1983 may just indicate a resurgence.

The large increase in dollars from 1982 to 1983 came despite a modest decline in the total number of gifts. As a portion of all foundation giving, grants to the medical research category represented 5.2 percent of the dollars and 2.4 percent of the number of grants.

Foundation giving to mental health jumped in 1983 to $25.1 million, and that was an increase of 63 percent from the $15.4 million given a year earlier. Again, there was no ready explanation for the rather large percentage increase. For two years running—1981 and 1982—giving by foundations to mental health represented 1.1 percent of the total dollar value of foundation grants and that did not change much in 1983, despite the increase. It currently stands at 1.4 percent of all foundation giving.

Foundation grants to the public health category almost tripled in 1983 and reached $45.1 million, from $16.2 million in 1982. As in the cases of medical research giving and grants to mental health, there was no easy answer to the reason behind the increase.

As a piece of all foundation giving, as recorded by the Grants Index, public health accounted for 2.5 percent in 1983. A year earlier, grants to public health accounted for 1.1 percent of total foundation grant dollars.

The United States spent $322 billion for health care in 1982, the last year for which data are available. The new total represented a jump of 12.5 percent from year-earlier levels, and while the percentage increase was diminished from the 15.1 percent rise the year before, it was still rapid, considering that the economy was in a recession.

Health care expenditures amounted to $1,365 per person, and that represented an increase of $140 per person from the previous year. Public funds accounted for $579 of the per person expenditure—or 42.4 percent. The remainder comes from third party reimbursement in the form of insurance payments and from philanthropy.

Hospital care amounted to $136 billion—or 42 percent of total health care spending—an increase of 14.8 percent. At the same time, spending for the services of physicians increased by 12.8 percent, and reached $62 billion, or 19 percent of all health care spending.

There were a total of 6,915 hospitals in the United States last year, 18 less than a year earlier, according to data from the American Hospital Association.

The total included 2 less nonprofit voluntary hospitals, and 12 less community hospitals. The remainder of the loss was accounted for by a decline in the number of federal hospitals.

The latest examination of hospital trends in the nation shows a con-

tinuation in the decline in the number of hospital beds. Overall, there was a drop of 2,000 last year, and that brought total beds to 1,360,000.

But the number of patients also declined to a daily average of 1,053,000, and the national hospital occupancy rate decreased to 77.4 percent, from the 77.9 percent a year before.

Ten years ago, the occupancy rate was 82.9 percent, according to data from the American Hospital Association.

Along with the decline in the number of beds during each of the years in the past decade and a half, the number of admissions also dropped last year after a record high the previous year.

The AHA said that in its most recent compilation, there were 39.1 million Americans admitted to hospitals, and that was the second highest on record for any year.

Slight declines in admissions were reported by both community hospitals and by voluntary hospitals. But the average length of stay for patients at the institutions remained about the same for the past four years.

Both categories of hospitals also reported they experienced a sharp increase in the number of outpatients at their hospitals from the previous year. Outpatient visits have, however, increased annually for the past several years, but not as dramatically as in 1982.

Hospitals in the United States reported expenditures totaling $107.1 billion in the AHA survey covering 1982, the latest year for which expenditure figures are available. That represented an increase of 16.5 percent from the $91.9 billion a year earlier. In that same year, inflation ran at an annual rate of 8.9 percent, so the rise in hospital expenses were nearly double the increase in the overall cost of living.

Community hospitals, which most concern those within the philanthropic community, had expenditures of $104.9 billion in the most recent study, and that represented an increase of 15.8 percent from the $90.6 billion reported the year before. It also was higher than the national average increase for all hospitals.

All of the hospitals in the United States employed a total of 4.0 million persons in the latest study, and that was an increase of nearly more than 300,000 from the previous year.

For community hospitals, the average expenditure per inpatient day was $327.37 an increase of 15.1 percent from the $284.33 a year before. A year earlier, the increase was 16.0 percent.

Labor costs amounted to more than half of all expenditures for community hospitals last year. Payroll represented 48.3 percent of total expenditures and when combined with employee benefits, which accounted for 8.4 percent, total labor costs amounted to nearly 57 percent of every dollar the hospitals spent.

The average annual salary of workers in the community hospitals was $15,319 in 1982 and that was an increase of 5.5 percent from the year before.

As in past years, a constant relationship existed between the size of the hospital and the salaries of employees—the larger the hospital, the larger the employee salaries. The AHA said this resulted in part because larger hospitals demand more skilled employees since they are more likely to have facilities of greater complexity and variety.

In addition, most large hospitals are located in urban areas with a higher

Personal Health Care Expenditures by Selected Third-Party Payers and Type of Expenditure, 1980-1982
(billions of dollars)

Source of Payment	Personal Care	Hospital Care	Physicians' Services	Dentists' Services	Prof. Services n.e.c.	Drugs Etc.	Eyeglasses Etc.	Nursing Home Care	Other Care
				1982					
Total	$286.9	$135.5	$61.8	$19.5	$7.1	$22.4	$5.7	$27.3	$7.6
Patient Direct Payments	90.4	16.4	23.1	13.4	3.6	17.6	4.4	11.9	—
Third-Party Payments	196.4	119.2	38.7	6.0	3.5	4.7	1.2	15.4	7.6
Private Health Insurance	76.6	44.9	21.7	5.2	1.3	2.8	.4	.2	—
Philanthropy and Industrial In-Plant	4.2	2.2	—	—	.1	—	—	.2	1.7
Government	115.7	72.0	17.0	.8	2.2	1.9	.8	15.0	5.9
Federal	83.7	54.6	13.4	.4	1.7	.9	.7	7.9	4.0
Medicare[1]	50.9	36.3	11.4	—	1.3	—	.6	.5	.8
Medicaid[2]	16.9	6.2	1.5	.3	.4	.9	—	6.9	.8
Other	15.9	12.1	.5	.1	—	—	.1	.5	2.5
State and Local	32.0	17.4	3.6	.4	.5	1.0	.1	7.1	1.9
Medicaid[2]	15.5	5.6	1.4	.3	.3	.8	—	6.3	.7
Other	16.5	11.8	2.2	.1	.2	.2	.1	.8	1.2
				1981					
Total	$254.6	$118.0	$54.8	$17.3	$6.4	$21.3	$5.7	$24.2	$6.9
Patient Direct Payments	82.1	13.1	20.7	12.3	3.5	17.1	4.7	10.7	—
Third-Party Payments	172.6	104.9	34.1	5.0	2.8	4.2	1.0	13.5	6.9
Private Health Insurance	66.8	39.4	19.0	4.3	1.1	2.4	.3	.2	—
Philanthropy and Industrial In-Plant	3.5	1.7	—	—	.1	—	—	.1	1.6
Government	102.2	63.8	15.1	.7	1.7	1.9	.7	13.2	5.3
Federal	74.4	48.5	11.7	.4	1.3	.9	.6	7.3	3.7
Medicare[1]	43.5	31.3	9.7	—	.9	—	.5	.4	.6
Medicaid[2]	16.2	5.9	1.6	.3	.3	.9	—	6.5	.8
Other	14.7	11.3	.5	.1	.1	—	.1	.4	2.3
State and Local	27.8	15.3	3.3	.3	.4	.9	.1	5.8	1.7
Medicaid[2]	12.8	4.7	1.3	.3	.2	.7	—	5.1	.6
Other	15.0	10.7	2.1	—	.2	.2	.1	.7	1.0
				1980					
Total	$219.4	$100.4	$46.8	$15.4	$5.6	$19.3	$5.1	$20.6	$6.0

Patient Direct Payments	72.1	10.9	17.8	11.2	3.3	15.7	4.3	8.8	—
Third-Party Payments	147.3	89.5	29.0	4.2	2.3	3.6	.8	11.8	6.0
Private Health Insurance	57.0	33.7	16.5	3.6	.9	2.0	.3	.2	—
Philanthropy and Industrial In-Plant	3.1	1.5	—	—	.1	—	—	.1	1.4
Government	87.2	54.3	12.5	.6	1.4	1.6	.5	11.5	4.6
Federal	62.7	41.1	9.5	.3	1.0	.8	.5	6.2	3.2
Medicare[1]	35.7	26.0	7.8	—	.7	—	.4	.4	.5
Medicaid[2]	13.8	5.1	1.3	.3	.3	.8	—	5.5	.6
Other	13.2	10.1	.4	.1	—	—	.1	.4	2.1
State and Local	24.5	13.2	3.0	.3	.4	.8	.1	5.3	1.4
Medicaid[2]	11.8	4.3	1.1	.2	.2	.7	—	4.7	.5
Other	12.7	8.8	1.8	—	.2	.2	.1	.7	.9

[1]Represents total expenditures from trust funds for benefits. Trust fund income includes premium payments paid by or on behalf of enrollees.
[2]Includes funds paid into Medicare trust funds by States under "buy-in" agreements to cover premiums for public assistance recipients and for persons who are medically indigent.
[3]Based on mid-year population estimates including outlying territories, armed forces, and federal employees overseas and their dependents.

Source: Office of Financial and Actuarial Analysis, Bureau of Data Management and Strategy, Health Care Financing Administration.

cost of living so they must offer better salaries to get the personnel they need.

Total revenue reported by community hospitals exceeded $109 billion, an increase of 16.5 percent from the year before. The increase was less than that of the previous year.

The average inpatient revenue per inpatient day was $393.11 in community hospitals, an increase of 18.3 percent.

As with other indicators, revenue-per-day figures varied with the size of the hospital.

Those smaller institutions had a lower average figure than the larger ones and institutions with 500 beds and more averaged $451.79 per day.

Total revenue for outpatient care in community hospitals was $16.7 billion, the AHA reported, and that represented an increase of 19.5 percent from the year before. It also accounted for 13.2 percent of the gross revenue of the hospitals, compared with 13.1 the year before.

Large Gifts to Health & Hospitals (1983)

David & Lucille Packard—
$20 million to Children's Hospital

Natalie Guggenheim Short—
$13 million to Mount Sinai Medical Center

Harold Simmons—
$7.5 million (over 10 yrs.) to University of Texas Health Science Center

G. Harold & Leila Y. Mathers Charitable Foundation—
$5 million to St. Francis Hospital

WWW Foundation—
$4 million to Scripps Memorial Hospital

William J. S. Carey—
$1.5 million to Damon Runyon-Walter Winchell Cancer Fund (NY)

Giving to SOCIAL SERVICES

	Amount (Billions)
1970	$2.88
1971	2.92
1972	2.99
1973	3.06
1974	3.12
1975	3.04
1976	3.06
1977	3.52
1978	3.97
1979	4.45
1980	4.83
1981	5.42
1982	6.33
1983	6.94

Contributions to organizations in the social service category reached a record $6.94 billion in 1983, an increase of 9.6 percent from their 1982 total.

The American Association of Fund-Raising Counsel said the estimated giving to social service represented 10.7 percent of all charitable contributions made in 1983. A year earlier, the social service segment of philanthropy accounted for 10.5 percent of all contributions, the AAFRC said.

A significant share of dollars contributed to religious organizations are allocated to social service programs, both on the national and on regional levels. And while the money is counted as religious giving—since it is given to a religious organization—it nevertheless accounts for anywhere between 20 percent and 25 percent of total giving to religion.

If that were added to social service donations, the category would receive nearly $13 billion each year, ranking it only behind religion in allocations.

An analysis of data from the Foundation Center shows that generally foundation grants to social service organizations are increasing.

In 1983 there was a total of $403.1 million in grants of $5,000 or more to direct service agencies, and that represented a massive jump of 45.7 percent in foundation funding between 1982 and 1983.

Foundation grants to the general welfare category totaled $114.9 million, an increase of 21.8 percent from the $94.3 million a year earlier. The number of grants made to the general welfare category also jumped from 3,010 during 1982 to 3,317 in 1983.

As a portion of all large grants from foundations, the general welfare category represented 6.4 percent of the total dollars given and 10.3 percent of the total number of grants.

The joint survey of corporate contributions, conducted each year by Anne Klepper and Kathryn Troy of The Conference Board and Anne F. Decker of the Council for Financial Aid to Education, showed that the 534 companies surveyed contributed 14.2 percent of their total donations to federated drives. There was no way that could be compared with year earlier figures, however, since data on giving to subcategories was not broken out in 1981.

National welfare agencies received 1.2 percent of the corporations' gifts, while youth agencies got 2.4 percent. Agencies interested in helping senior citizens and the elderly received 0.3 percent of the corporate contributions.

A survey conducted a year ago by the American Association of Fund-Raising Counsel among 300 corpora-

tions indicated that 40 percent of the firms planned to increase their donations to the social service area.

Whether the plans became reality, however, remains a question since the survey was not conducted in 1984 to cover what the companies actually gave in 1983.

Many companies, however, did say they had received more requests for assistance from social service organizations—29 percent of the respondents to the AAFRC survey reported an increase in requests from social service groups.

Among foundations that were asked if they had experienced any increase during 1983, those who said they did see a rise mentioned social service as one of the areas.

As far back as three years ago it became evident that social service agencies were seeking—and to some degree, at least, getting—additional funding from traditional sources of support.

The data from the Foundation Center show an upward curve in funding for general welfare—going from $73.6 million during 1981 to $114.9 million in 1983, the $41 million jump in two years represents one of the largest gains of any of the categories listed.

United Way of America reported a record-breaking year for 1983. Overall, 9.5 percent more funds were raised by local United Ways last year than in 1982.

The increase dramatically outpaced the inflation rate and brought total annual giving to $1.95 billion. In terms of real dollars, it is the largest increase in 27 years.

The achievement is even more extraordinary considering that many communities in mid-America faced some of the worst economic conditions in decades. In many cities and towns, victory could be chalked up in campaigns that simply maintained their base, but, surprisingly, a number of communities showed significant increases that could never have been predicted given the existing joblessness and economic hard times.

United Way of America reported that workers in many areas of high unemployment and economic uncertainty consistently came through with generous support. For the past two years, Decatur, Illinois, has been among the top ten cities in terms of unemployment. Despite that, the United Way in Decatur achieved an 11.5 percent increase. Youngstown, Ohio, another city in the grip of hard times for several years, had its best campaign ever, raising $2.2 million, or 10.1 percent more than in 1982.

The 9.5 percent overall jump means many local United Ways generated exceptional increases and helped offset lower growth campaigns in economically stagnant parts of the country. Some of the best performances included Washington, D.C., which had its seventh consecutive double-digit increase.

The United Way in San Diego credited strong support from organized labor as key to its campaign which raised $16.5 million, an 18.2 percent increase. Labor union members, many of whom were among those suffering the most from recession ills, gave more than ever.

Strong volunteer leadership and community awareness of local needs

were responsible for an amazing 17.8 percent increase by United Way of Philadelphia. Across the country in Santa Clara, California, a 21 percent increase in giving was registered, a positive sign that United Way is broadening its base.

In the area of service delivery, United Ways moved to address a growing phenomenon—the startling number of homeless. While statistically the recession peaked in the winter of 1982, the poor, hungry and homeless continued to be painfully visible. More United Way funds are being channeled into programs dealing with food and nutrition; allocations in this area rose 31 percent in 1983.

In 1983, United Way of America played a new role in forging a partnership between the public and private sectors. To address emergency food and shelter needs, Congress passed legislation enacting an initial $50 million grant. In an unprecedented action, Congress also asked a board of six national voluntary organizations to distribute the funds to communities where the greatest food and shelter needs existed. The national board, chaired by the Federal Emergency Management Agency (FEMA), was comprised of United Way of America, American Red Cross, Council of Jewish Federations, Salvation Army, National Conference of Catholic Charities and National Council of Churches, USA.

United Way of America was asked to serve as Secretariat to the National Board, and in accepting this responsibility, waived its administrative fees for the first round of funding even though 2 percent of $1 million was authorized for this purpose by Congress. In addition, United Way of America convinced Congress to allow portions of the grant to be allocated in advance. United Way invested those funds and generated an additional $776,532 which was ploughed back into the program.

In addition to the responsibility of administering the funds, the National Board had to develop fair, rational criteria as to where the greatest need existed. Recognizing limited funding and the extent of the problem, the National Board used the following operating principals:

- fast response
- allocations to neediest areas
- local decision making
- public/private cooperation
- minimum, but accountable reporting

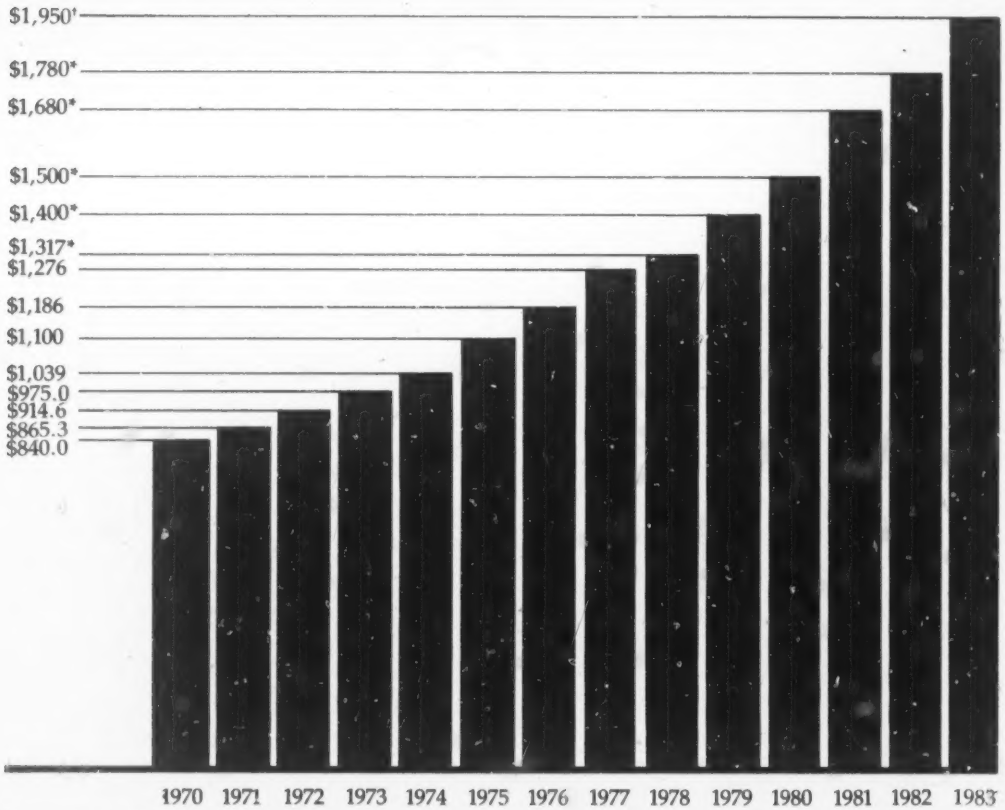
United Way took the lead in developing criteria for selection. These criteria took into consideration two factors:

- most current 12-month unemployment rates: and,
- total number of unemployed within civil jurisdiction

In a matter of weeks, the criteria were reviewed, decisions made, and the $50 million allocated to more than 900 communities. The result? United Way of America estimates millions of meals and nights lodging were provided. Some 3,600 private voluntary agencies received funds. Over seven million people were served.

While this program obviously did not solve the problems of hunger and homelessness, it forged a unique partnership venture between government and the private voluntary sector which succeeded in helping great numbers of needy. As Senator Pryor of Arkansas said on the floor of Congress, "this program was a triumph of voluntarism, a success story of public

Record of United Way Campaigns in the U.S. (in millions)



Source: *United Way of America*
*U.S. only
†Preliminary

and private sector cooperation."

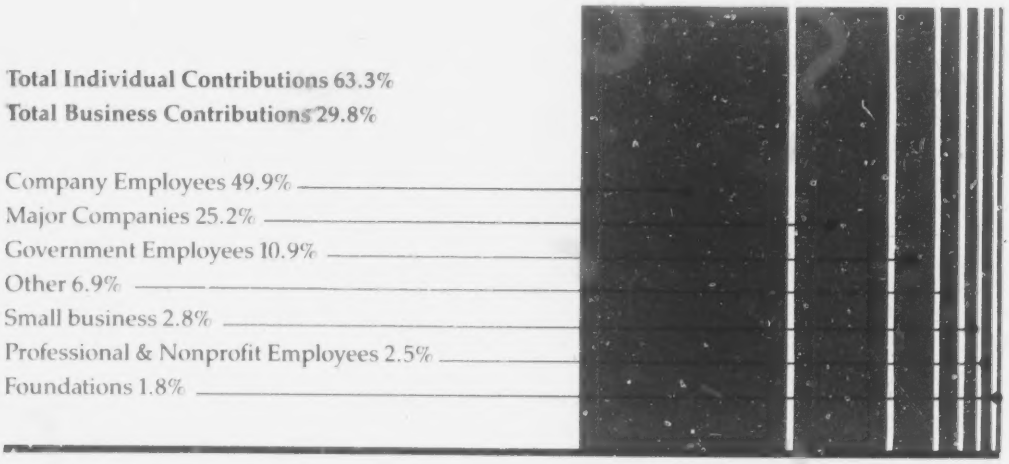
The program had some important side benefits too. As Senator Pryor noted, it became a positive example of public/private cooperation. Local boards (which more or less mirrored the National Board) and local governments were forced to focus on community programs and together achieved alliances that will result in pooled resources to address future community problems.

This past winter Congress allocated an additional $40 million in recognition of the success of the first emergency food and shelter grant program.

The need for emergency food and shelter has been clear to many local United Ways who had been seeing an escalated demand for the past few years. Emergency assistance programs—intensive fundraising, allocating and direct service delivery efforts carried out over a short period of time—were necessary for the first time in many cities.

With the help of United Way, Columbus, Ohio, ran a Community-wide Emergency Assistance Program to help

Sources of United Way Support (Based on 1982 Data)



Source: *United Way of America*

the city get through the winter of 1982-83. Indianapolis, Indiana, suffered similar winter shortages. Their 1983 Winter Assistance Fund was a first-time effort to assist newly unemployed and chronically poor individuals facing the basic survival problems.

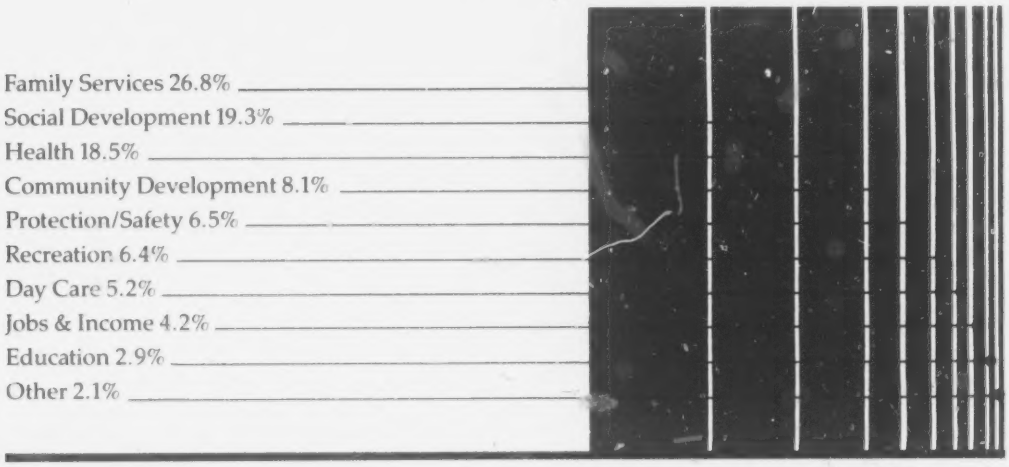
While emergency food and shelter needs receive the highest priority, United Ways expand the definition of emergency to include things such as meals to the elderly, financial aid to the unemployed, family crisis intervention and emergency health care. Last year alone, United Ways allocated more than $62 million to a wide range of emergency services.

In the important area of health care, significant unemployment pressed new programs into action. The Health Care Project for the Unemployed and Uninsured of Buffalo and Erie County in New York is an example. Over 300 local physicians and pharmacists are donating their services to unemployed patients and their families, with local hospitals providing in-patient and out-patient services. An estimated $400,000 worth of medical care will be made available. In Rock County, Illinois, a physician referral system in less than 72 hours, matches unemployed patients with doctors who provide health services for little or no cost.

For each of the 2,200 independent and locally autonomous United Ways, the decision of how to distribute funds to best meet community needs rests with volunteers representing every sector of the community. Together, they review the needs of their community and determine what kinds of services will meet them. This is done to assure donors their contributions are being used responsibly, not to solve one problem or support one group, but to meet the priority human care needs.

To help determine those needs, for example, the United Way in Kansas City, Missouri, created a massive, far-reaching project called "Stop the Hurt." This project, notable in its

Services Supported With United Way Contributions (Based on 1983 Data)



Source: *United Way of America*

scope, surveyed nearly every household in the greater Kansas City area on health and human care needs.

By marshalling the resources of eight utility companies, United Way mailed questionnaires to households in the five county region. More than 4,000 surveys were completed, and over half of those who responded took the time to write, in some depth, about the particular areas with which they felt United Way should concern itself. The United Way of Kansas City has analyzed the data and made it available to area organizations who will use it to make future allocations decisions. Projects such as "Stop the Hurt" help ensure that changing needs will be met with new programs and new funding patterns.

United Way of America also wants to ensure that local agencies keep pace with changing business and management techniques. Through its Management and Community Studies Institute (MACSI), United Way has responded to the new organization age.

MACSI assists local United Ways in developing long-range plans, managing their finances, performing needs assessments, training volunteers and raising funds. MACSI consultations have strengthened many United Ways, making them an even more effective, motivating source of community change.

Another source of management and technical assistance—often given by top corporate leadership—is offered through the Management Assistance Program (MAP).

For example, the MAP in San Antonio provided more than 2,500 hours of management training for 688 representatives of 300 nonprofit organizations. In other cities, MAP volunteers have provided consultations that streamlined agency accounting practices, analyzed agency investment, reviewed financial management practices, and taught marketing research techniques.

As these examples demonstrate, today's United Way focuses on "com-

munity" and people's needs and carefully attempts to nurture a confluence of interest between those needs and the needs of funded agencies.

The Boy Scouts of America reported that most local Councils are members of one or more United Ways organizations which provided 33.1 percent of the councils' operating budgets in 1983.

Individuals and other community resources provided 23.8 percent. Special events, bequests, foundations, and activities accounted for 43.1 percent.

Total local council operating income in 1983 was in the amount of $220,465,583.

The National Council is funded from membership fees, the sale of supplies and miscellaneous revenues, including modest quota fees from local councils. No United Way funds are received directly by the National Council.

Workplace Contributions Continue to Increase

The competition for charitable contributions from employees at the workplace continued to grow in 1983.

Total revenues for "alternative funds" which raise contributions through payroll deductions at the workplace, like United Ways do, increased from $11.6 million in 1982 to $13.7 million in 1983—an impressive 18 percent gain. Of the $13.7 million in alternative fund revenues it is estimated that 78 percent ($10.6 million) were raised through payroll deduction contributions.

In addition, based upon recently released statistics from the U.S. Office of Personnel Management for the fall '82 and fall '83 Combined Federal Campaign (CFC), the U.S. Government's charity drive, it is estimated that at least $44 million in federal employee contributions this past fall will go to charities that are *not* member agencies of United Way. Total fall '83 "CFC" revenues are estimated at $109 million.

Thus, a total of $55 million in payroll deduction gifts went to non-United Way charities in 1983 according to the National Committee for Responsive Philanthropy.

Meanwhile, the number of alternative funds that have successfully raised money in workplace solicitation has grown to 69. Of these funds, 65 ran campaigns in direct competition with United Ways, while four funds participated in "joint" campaigns with United Ways, wherein the agencies act as partners in sharing campaign responsibilities. Many of the 64 alternative funds which run independent campaigns, however, do participate in "combined" campaigns with United Ways, like in the Combined Federal Campaign. Each agency carries out its campaign activities separately and independently in these combined campaigns, although usually there is only one brochure distributed to employees.

The Beginnings of The Alternative Funds Movement

Going back to the early 1960's the Federal Government has been a preeminent workplace where competition for employee charitable contributions has existed. National health agencies (like Muscular Dystrophy Association), international service agencies (like CARE), and other national organizations (like USO, NAACP Special Contributions Fund and National Organization for Women Legal Defense and Education Fund), altogether approximately 155 national agencies, plus over 300 local health

and welfare organizations unaffiliated with United Ways or national health agencies, all participated in the 1983 Combined Federal Campaign along with United Ways.

Federal employees gave $100 million total in 1982 and an estimated $109 million in 1983. This 9 percent increase is the largest relative to inflation (3.2 percent in 1983) since 1977. The 155 national agencies are the largest number ever of national charities participating in this controversy-ridden campaign. This expanded number and variety of charities (including environmental, consumer, women's, minority and rightwing conservative activist charities, along with traditional health, international and United Way agencies) is considered by NCRP and others to have been a primary stimulus for the strong 9 percent "CFC" increase.

With growing realization of the potential of workplace fund-raising through participation in the Combined Federal Campaign, several health agencies started local Combined Health Appeals in the late 1960s and early 1970s. Simultaneously, Black United Funds were begun. Perceiving that they could raise more money by being independent, or for a variety of other reasons, hundreds more organizations have banded together in subsequent years to form "alternative funds" that have successfully raised money at workplaces. Mostly they raise this money through payroll deduction contributions.

While $44 million is raised in the Combined Federal Campaign (CFC) by non-United Way organizations, the total money such organizations raise in all workplace charity drives, government and corporate, is simply not known exactly.

Outside the CFC, most expansion of access to workplace fund-raising for non-United Way organizations has been achieved by the alternative funds. The total money they raised in 1983 is estimated at $13.7 million. This amount is still small, only 7/10 of 1 percent of total United Way collections in 1983.

However, substantial growth is occurring: in the number of alternative funds actually competing with United Ways, the growth of money they raise, and in the number of major workplaces opening up access to these alternative fund-raising organizations.

There are now at least 69 alternative funds which actually raised some money in workplace charity drives during 1983. They are active from Boston to South Carolina to Omaha to Los Angeles.

For those funds for which hard figures are available, a sizeable 17 percent increase in contributions was registered from 1982 to 1983.

The Various Types of Alternative Funds

There are six types of "alternative funds." Combined Health Appeals (CHA's), already mentioned, are the largest. Comprised of local affiliates of national health agencies, they exist in Baltimore, Hartford (CT), San Diego, Washington (DC), Omaha, New Haven (CT), Philadelphia, Fresno (CA) and California, Wisconsin and Illinois statewide. The Hartford CHA, the largest, collected $2.7 million in 1983. Combined Health Appeals have gained access to state government campaigns, city and county government fund-raising drives, school district drives and hundreds of corporate charity campaigns. The three largest CHA's now run "joint cam-

paigns" with United Ways.

National Health Agencies are another type. Similar in composition to CHA's, they are, however, organized more loosely and to date have only sought access to state and federal employee charity drives.

Black United Funds (BUF's) are the second largest type of "alternative funds." The Los Angeles Brotherhood Crusade/Black United Fund, the first BUF, raised $1 million in 1983. The San Francisco BUF raised $827,000, the Detroit BUF $450,000. Other BUF's collected 1983 payroll deduction contributions in New York City, Northern New Jersey, Boston, St. Louis, Philadelphia, Atlanta and Baltimore.

United Arts Funds (UAF's), existing in some 50 cities, generally do not solicit payroll deduction gifts. But nine UAF's do. The nine raised $706,000 this way in 1983, a 73 percent increase since 1981.

"Social action/public interest alternative funds" are a fifth type. Comprised of minority, women's, other social action and public interest groups, such funds collected payroll gifts in Minneapolis-St. Paul, Madison (WI), Boston, Seattle, Philadelphia, Milwaukee, New York City, Providence (RI), Iowa, South Carolina, Nebraska and California in 1983. In its third year of campaigning, the Cooperating Fund Drive of Minneapolis-St. Paul raised a total of $244,000, 54 percent of which came from employees in three of the four major local governments and around 40 small businesses and nonprofits. In Philadelphia, Women's Way, a federation of eight women's groups, raised $475,000 in 1983, a 38% increase over 1982 receipts; $182,000 came from local employees.

For the first time two years ago environmental groups seriously started to seek payroll deduction contributions. The Environmental Federation of California is the first local group to organize. However, six national environmental groups raised over one-half million dollars from the fall 1982 Combined Federal Campaign, and were expected to do as well in 1983.

International Service Agencies (ISA's) are the sixth type of alternative fund. Comprised of agencies participating in the Combined Federal Campaign, the ISA's operate in a way similar to the National Health Agencies, that is, loosely organized and seeking access only to state and federal government charity drives. ISA's currently have direct access to 11 state government charity campaigns and the Federal government's.

Large Gifts to Social Welfare (1983)

Provident Mutual Life Insurance Co.—
$40 million to Urban Education Foundation of Philadelphia

Ford Foundation—
$5.25 million to Local Initiatives Support Corporation

Ford Foundation—
$1 million to National Rural Development & Finance Corporation

Giving to ARTS & HUMANITIES

	Amount (Billions)
1970	$ .623
1971	.916
1972	.930
1973	1.25
1974	1.30
1975	1.66
1976	2.31
1977	2.27
1978	2.50
1979	2.70
1980	3.06
1981	3.45
1982	4.96
1983	4.08

At first glance it would appear that organizations in the arts and humanities category of philanthropy witnessed a substantial drop in contributions during 1983. But when consideration is given to a single $1.3 billion gift—a bequest to the Getty Museum in California—made during 1982, and that is subtracted from the total given that year, contributions to arts and humanities organizations increased by one of the highest percentages ever.

The American Association of Fund-Raising Counsel reported that virtually all categories of donors—individuals, corporations and foundations, increased the dollar amounts given to arts and humanities last year. Only bequests were down, the Association said, and that was only due to the Getty bequest the year before.

Overall, the AAFRC said giving increased by 11.4 percent to arts and humanities in 1983 and reached an estimated $4.08 billion. As a portion of all philanthropy in the United States arts and humanities stood at 6.2 percent; in 1982 it was also 6.2 percent, not including the $1.3 billion bequest.

Much of the increase, according to a number of key organizations, was attributable to a greater emphasis on fund-raising. Organizations from orchestras to theatres, and museums to public broadcasting stations, increased their fund-raising activities in 1983 to a point even greater than in 1981, when they feared a massive reduction of federal funds. For most, at least, it paid off.

The Theatre Communications Group, which each year surveys a cross section of nonprofit theatres, said that donations from individuals represented the largest single source of contributions and grew in 1983 by 15 percent. A year earlier, individual giving, increased by 10.4 percent to the same theatres.

The TCG said the substantial support from individuals was mirrored in the high subscription and attendance figures for 1983, but outright contributions provided twice the dollar income of membership programs.

This is in spite of membership income increasing considerably faster than other forms of individual giving. Over the past five years total membership for the theatres in TCG's core group has more than doubled, and membership program income increased by 30 percent in 1983 alone. But more than half of that 30 percent growth was due to an increase in the average membership fee—from $62 in 1982 to $73 in 1983.

The Theatre Communications Group reported that on the basis of its survey, foundation grants grew in 1983 by 14 percent over their year-ear-

lier levels and they constituted the second leading source of contributed income.

Foundation gifts, TCG said, covered nearly 5 percent of all expenses of the theatres in the study.

Since 1979, foundation grants to the theatres have grown by 42 percent, with steady gains in the past two years as gifts from foundations grew ahead of the rate of inflation. The added support received from the foundations in 1983 was considered a healthy sign, after earlier predictions of limited growth in foundation support, based on erratic growth patterns over much of the decade.

There were 434 foundation grants made to the theatres in the TCG core group during 1983. While both the dollar amount and the number of grants were the highest in the past five years, the average 1983 grant was down slightly to $9,402 from the $9,506 the year before.

But a greater number of smaller grants were given in 1983 as foundations stretched funds to assist a larger number of organizations and theatres sought grants from a greater number of foundations.

TCG said that in 1974, 20 of the theatres in its core group met 10 percent of their expenses with foundation funds, while 5 percent of all expenses of all the core theatres are covered by foundation grants today. But despite the considerable change in the picture of foundation funding, the grants made by foundations are still the second most important source of contributed income, behind only individual giving for the theatres. In both 1981 and again in 1982, foundation support ranked third in order of contributed support received by the theatres. Its climb to second place, according to TCG, resulted from a combination of increased dollar support and only marginal growth in federal funding that pushed that source down to fourth place from second.

According to TCG, the Ford, Mellon and Shubert Foundations were the largest foundation supporters of theatres in 1983. Major gifts of $100,000 and more were made to core group theatres by the Bush Foundation, Lilly Endowment, the Parker Foundation and Pew Memorial Trust.

And the establishment of the National Arts Stabilization Fund, with initial commitments of $9 million from the Ford Foundation, the Andrew W. Mellon Foundation and the Rockefeller Foundation, increased optimism among theatres for future foundation grants.

An examination of corporate giving to the TCG theatres showed an impressive gain of 26 percent in 1983. This represents the largest year-to-year gain of the major funding categories of contributed support.

The corporate community was the third largest source of contributed income to the theatres in 1983, up from fifth a year before.

TCG said that corporate giving to the theatres increased during 1983 in the number of gifts made, but the average size of the gifts declined from 1982. Less than 10 percent of the more than 2,700 gifts made to the theatres last year exceeded $2,500.

But corporations still made six times as many gifts to the theatres as did foundations, TCG reported, although the average corporate gift was one-sixth the size of the average foundation grant.

The TCG report said that much of the increase in the number of corporate contributions could be attributed

Public Broadcasting Income by Public Television and Radio Systems and by Source

(Dollars in thousands)

Source of Income	System[1]	FY 1981	Percent of Total	FY 1982	Percent of Total	$ Change FY 81-82	% Change FY 81-82
Corporation for Public Broadcasting	PB	$162,000	21.1%	$172,000	20.4%	+$10,000	+6.2%
	PTV	122,465	19.6	129,370	19.0	+6,905	+5.6
	PR	39,535	27.7	42,630	25.9	+3,095	+7.8
Federal Grants and Contracts	PB	31,669	4.1	25,625	3.0	−6,044	−19.1
	PTV	25,891	4.1	20,764	3.1	−5,127	−19.8
	PR	5,778	4.0	4,861	3.0	−917	−15.9
Local Governments	PB	44,401	5.8	42,353	5.0	−2,048	−4.6
	PTV	35,519	5.7	33,685	5.0	−1,834	−5.2
	PR	8,882	6.2	8,668	5.3	−214	−2.4
State Governments	PB	144,510	18.8	166,515	19.7	+22,005	+15.2
	PTV	134,472	21.5	152,623	22.4	+18,151	+13.5
	PR	10,038	7.0	13,892	8.5	+3,854	+38.4
State Colleges and Universities	PB	81,966	10.6	85,256	10.1	+3,290	+4.0
	PTV	50,683	8.1	51,146	7.5	+463	+0.9
	PR	31,283	21.9	34,110	20.7	+2,827	+9.0
Other Public Colleges and Universities	PB	6,615	0.9	6,914	0.8	+299	+4.5
	PTV	4,265	0.7	4,222	0.6	−43	−1.0
	PR	2,350	1.7	2,692	1.6	+342	+14.6
Private Colleges and Universities	PB	12,197	1.6	12,870	1.5	+673	+5.5
	PTV	6,720	1.0	7,645	1.1	+1,925	+28.6
	PR	5,477	3.8	5,225	3.2	−252	−4.6
Foundations	PB	19,253	2.5	22,108	2.6	+2,855	+14.8
	PTV	15,018	2.4	17,917	2.6	+2,899	+19.3
	PR	4,235	3.0	4,191	2.6	−44	−1.0
Business	PB	86,845	11.3	100,486	11.9	+13,631	+15.7
	PTV	77,161	12.3	83,700	12.3	+6,539	+8.5
	PR	9,684	6.8	16,786	10.2	+7,102	+73.3
Subscribers	PB	110,775	14.4	142,076	16.8	+31,301	+28.3
	PTV	95,117	15.2	120,124	17.6	+25,007	+26.3
	PR	15,658	11.0	21,952	13.3	+6,294	+40.2
Auction	PB	20,063	2.6	20,392	2.4	+329	+1.6
	PTV	19,376	3.1	19,702	2.9	+326	+1.7
	PR	687	0.5	690	0.4	+3	+0.4
All Others	PB	48,601	6.3	48,619	5.8	+18	0.0
	PTV	39,433	6.3	39,844	5.9	+411	+1.0
	PR	9,168	6.4	8,775	5.3	−393	−4.3
Total Nonfederal Income	PB	$575,226	74.8%	$647,589	76.6%	+$72,363	+12.6%
	PTV	477,764	76.3	530,608	77.9	+52,844	+11.1
	PR	97,462	68.3	116,981	71.1	+19,519	+20.0
Total Income	PB	$768,895	100.0%	$845,214	100.0%	+$76,319	+9.9%
	PTV	626,120	100.0	680,742	100.0	+54,622	+8.7
	PR	142,775	100.0	164,492	100.0	+21,697	+15.2

[1]PB, PTV and PR refer to total public broadcasting as a whole, public television and public radio, respectively.

Source: Corporation for Public Broadcasting, Policy Development and Planning, December 1983

to a single campaign conducted by one theatre which produced nearly 600 new business gifts averaging less than $200 each. The organization commented that "this one fund-raising strategy illustrates the increased development efforts required to obtain a larger number of smaller gifts, as corporate funding patterns have shifted."

A study on overall corporate giving to arts and humanities organizations conducted by The Council for Financial Aid to Education and The Conference Board reported 11.4 percent of all contributions made in 1982 by 534 companies went to culture. A year earlier, 11.9 percent of the contributions made by 788 companies were given to that category.

But while there were less companies represented in the most recent survey, the actual dollar value of the gifts increased to $145.8 million from $139.6 million the year before when the results included the giving activities of 254 more firms. Even with 254 fewer companies, giving rose by nearly 5 percent.

That growth effectively shot down the feeling among many observers that giving to culture would decrease from the corporate community in the immediate years ahead. Generally, the belief was planted by a combination of factors—declining profits, meaning corporations had only so much they could give; federal reductions in areas that are considered more "people oriented," meaning that corporations would be expected to make up some of the shortfall at the expense of cultural organizations; and a tripling of requests for corporate contributions. But somehow, the fears never became reality and in fact, the opposite occurred.

The Business Committee for the Arts reported that American business provided a record-shattering $506 million to arts organizations during 1982, a 32 percent rise over the $385 million given the year before.

The results of the BCA survey, released at the end of 1983, showed that of the total contributed to culture, museums received 19 percent; theatres and cultural centers each received 9 percent; and symphony orchestras received 8 percent.

The survey also found a substantial increase in volunteer services and business-expense contributions to the arts. In-kind contributions and the use of business personnel to arts organizations increased by 87 percent, from $7.9 million in 1981 to $14.8 million a year later. Business-expense contributions, which are included in marketing, promotion, advertising and public relations budgets, grew by 56 percent, BCA said, and reached $11.5 million, up from $7.4 million the year before.

BCA reported that despite the economic climate—when profits declined by 45 percent—64 percent of American businesses increased or maintained the same level of support in 1982 as three years earlier. Of that total, 45 percent increased support for cultural activities; and 19 percent remained at the same level.

The survey found that 58 percent of businesses expected to give more or maintain the same level of support in 1983 as compared with the previous year. Of that total, 16 percent planned to increase support, and 42 percent said they would remain at the same level.

Nearly 80 percent of business contributions to the arts came from companies with annual sales of $50

Budget–National Endowment for the Arts

	1983	1984
Programs:		
Artists-in-Education	$ 4,800,000	5,200,000
Dance	9,039,000	9,000,000
Design Arts	4,200,000	4,500,000
Expansion Arts	7,500,000	7,000,000
Folk Arts	2,800,000	3,000,000
Inter-Arts	3,300,000	4,200,000
Literature	4,300,000	4,500,000
Media Arts	9,100,000	9,500,000
Museum	10,139,000	12,200,000
Music	13,039,000	15,300,000
Opera-Musical Theatre	5,040,000	6,100,000
State Program	21,039,000	24,300,000
Locals Test	—	2,000,000
Theatre	9,439,000	10,600,000
Visual Arts	6,000,000	6,400,000
Policy, Planning, and Research	940,000	1,000,000
Regional Representatives	600,000	700,000
Advancement	1,600,000	2,400,000
Subtotal (Program and Treasury Funds)	112,875,000	127,900,000
Administration	10,910,000	13,100,000
Challenge	18,400,000	21,000,000

Source: National Endowment for the Arts

million and more, BCA said, and those firms in the middle Atlantic states provided 55 percent of the total support to the arts.

East North Central businesses gave 15 percent; businesses in the West gave 14 percent; and those in the South gave 12 percent.

The BCA survey said that 4 percent of the business support for cultural activities went to historic and cultural preservation projects, and 11 percent was given to public broadcasting.

Record high giving by individuals also helped boost income for public broadcasting stations to new levels, and enabled many of the publicly supported stations to maintain and even, in some cases, expand programming.

Coupled with substantial increases in giving by foundations and by corporations to public broadcasting stations, the 28.3 percent rise in income received from subscribers alone brought total income for the stations up by 9.9 percent.

An analysis of data from the Corporation for Public Broadcasting shows that the business community increased its giving by 8.5 percent to public television stations and by a massive 73.3 percent to public radio stations. But the increase in giving to the radio stations was primarily in the form of an increase in donated programs.

Foundations increased their giving to public broadcasting as a whole by 19.3 percent. There was an increase of 14.8 percent in support of public television and a slight decline in support given to public radio.

But the largest share of support—individuals—accounted for more

than 40 percent of the total new income growth in public broadcasting, as many public broadcasting stations throughout the country placed an increasing emphasis on individual giving. This was evident not only by the results obtained but by the time the stations were devoting to on-air appeals to their audiences, which also grew.

The National Assembly of State Arts Agencies reported at the end of February that appropriations to the 56 state arts agencies for fiscal 1984 had grown to $135.4 million, from $123.6 million the year before.

Thirty-six states and territories show increases in appropriations, with Montana indicating the greatest increase at 288 percent. American Samoa had the largest decline, 22.6 percent.

The NASAA's survey in early 1983 had shown only a 2.3 percent increase over 1982 in funds the states were allocating to their arts agencies. The rise of 9.5 percent reflects a return to giving levels that were reported for both 1981 and 1982, before all the talk about federal and state cutbacks.

The National Assembly of State Arts Agencies annually calculates the amount of state tax dollars appropriated to each state arts agency. This year it shows Alaska at the top with $10.25 per person and Idaho allocating the least money per person at a little more than 10 cents. North Carolina, Louisiana and New Mexico all fall in the middle of the range with between 38 and 39 cents spent per person.

As a portion of total state expenditures, New York is the highest, followed in order by Massachusetts,

Total Business Support to Specific Art Categories

	(millions of dollars) 1982	1981
Museums	97.0	89.9
Theatre	47.3	34.8
Cultural Centers	45.6	38.3
Symphony Orchestras	39.5	28.9
Public Radio & TV–Program Underwriting	31.8	28.0
Opera	29.8	20.2
Arts Funds	28.7	22.1
Public Radio & TV–General Support	25.2	17.6
Other Music	23.3	16.7
Dance	21.6	18.2
Art Exhibition Sponsorship	20.0	9.8
Historic & Cultural Preservation Projects	18.6	10.1
Libraries	13.3	10.3
Arts-in-Education Programs	7.4	4.9
Films (noncommercial)	1.9	2.5
Purchase of Art for Corporate Collections	1.3	3.2
Artists-in Residence Programs	.8	1.7
Commercial Radio & TV–Cultural Progamming	.6	1.5
Video Projects (noncommercial)	.4	.2
Crafts	.3	.2
Folk Art	.2	.2
Other	52.0	25.8

Source: Business Committee for the Arts

State Arts Agencies Legislative Appropriations, Fiscal Years 1983 and 1984

	Per Capita (¢)			Appropriations ($)			Line
	Rank	1984	1983	1984	1983	% Change	Items
Alabama	46	19.0	14.6	$ 750,000	$ 570,000	31.6	$ –
Alaska	1	1025.0	1207.7	4,489,500	4,975,800	−9.8	–
American Samoa	10	111.4	147.1	36,750*	47,500	−22.6	–
Arizona	52	14.9	15.0	426,000	419,100	1.6	–
Arkansas	34	31.9	32.4	730,904	742,946	−1.6	–
California	33	34.0	44.0	8,401,000	10,649,000	−21.1	–
Colorado	40	27.7	28.5	843,242	844,027	−.1	–
Connecticut	35	31.0	28.1	978,000	881,663	10.9	–
Delaware	14	69.2	71.6	416,300	428,140	−2.8	–
District of Columbia	9	145.2	139.8	916,400	882,400	3.9	–
Florida	18	50.5	39.3	5,264,106	3,997,724	31.7	3,522,336
Georgia	39	28.5	29.5	1,605,796	1,641,521	−2.2	–
Guam	4	175.5	108.9	192,924	115,445	67.1	–
Hawaii	7	147.8	161.6	1,468,779	1,585,509	−7.4	724,200
Idaho	56	10.6	10.8	102,000	103,300	−1.3	–
Illinois	21	48.0	24.0	5,492,440	2,751,900	99.6	–
Indiana	42	26.5	25.7	1,450,128	1,403,286	3.3	–
Iowa	51	16.5	12.9	479,706	372,776	28.7	–
Kansas	48	17.6	17.2	422,978	410,660	3.0	–
Kentucky	26	40.6	35.4	1,489,000	1,295,564	14.9	–
Louisiana	29	38.0	45.9	1,658,892	1,978,007	−16.1	–
Maine	45	21.9	19.2	248,529	217,039	14.5	–
Maryland	24	42.4	42.5	1,807,983	1,810,603	−.1	106,500
Massachusetts	8	147.4	95.3	8,523,671	5,500,000	55.0	–
Michigan	13	78.2	56.7	7,126,200	5,217,200	36.6	2,944,000
Minnesota	19	48.9	37.7	2,020,600	1,542,472	31.0	688,800
Mississippi	47	18.0	17.2	459,408	435,324	5.5	–
Missouri	20	48.5	50.5	2,401,307	2,494,442	−3.7	–
Montana	15	67.6	17.6	541,662	139,456	288.4	100,755
Nebraska	36	31.0	29.5	491,857	465,994	5.6	–
Nevada	54	13.1	11.2	115,647	94,282	22.7	–
New Hampshire	53	13.3	10.3	126,424	96,347	31.2	–
New Jersey	22	47.7	48.5	3,546,322	3,589,842	−1.2	185,500
New Mexico	30	37.6	39.2	510,700	521,100	−2.0	–
New York	2	198.8	200.8	35,100,000	35,340,000	−.7	–
North Carolina	28	39.4	35.5	2,370,611	2,113,672	12.2	–
North Dakota	43	26.1	20.7	174,972	136,466	28.2	–
Northern Marianas	5	173.4	59.6	30,000*	10,000	200.0	–
Ohio	17	51.8	46.6	5,594,547	5,024,452	11.3	–
Oklahoma	16	55.1	57.2	1,751,226	1,773,517	−1.3	–
Oregon	50	16.6	12.9	440,787	342,460	28.7	–
Pennsylvania	27	40.1	40.1	4,759,000	4,758,000	.0	–
Puerto Rico	3	180.2	162.2	5,859,200	5,186,240	13.0	–
Rhode Island	31	35.5	41.5	339,616	395,262	−14.1	70,000
South Carolina	23	47.4	42.2	1,516,644	1,337,610	13.4	2,500
South Dakota	37	30.8	29.0	212,779	199,271	6.8	–
Tennessee	55	11.3	10.4	527,700	481,600	9.6	–
Texas	44	25.9	12.2	3,951,718	1,803,313	119.1	–
Utah	12	79.3	84.2	1,233,043	1,277,853	−3.5	–
Vermont	25	42.1	35.8	217,028	184,500	17.6	–
Virgin Islands	6	157.7	156.2	156,761*	150,856	3.9	–
Virginia	41	27.2	25.8	1,495,215	1,400,710	6.7	–
Washington	32	35.1	17.5	1,488,742	738,752	101.5	–
West Virginia	11	87.8	92.6	1,709,792	1,807,690	−5.4	416,910
Wisconsin	49	17.0	17.1	808,300	809,000	−.1	–
Wyoming	38	30.1	29.0	151,064	142,902	5.7	–
				$135,423,900	$123,634,495	9.5%	$8,761,501

*Anticipated, not yet final.
Source: *National Assembly of State Arts Agencies*

Alaska, Montana and Michigan. Wisconsin allocated the smallest percent of its total budget to its arts council, with Idaho, Iowa, Arizona and Tennessee following on the low end of the scale.

The National Endowment for the Arts reported that in fiscal 1983 it had received a total of $142.2 million from Congress.

Of that total the Endowment allocated the largest single share—$21 million—to state agencies. Music programs received the next largest share —$13.1 million.

In its 1984 budget, with totals $162.0 billion, the agency allocated $24.3 million for state programs, and $15.3 million for music.

Museums were allocated $10.1 million in 1983, and this grew to $12.2 million in 1984.

Challenge grants were increased from $18.4 million in 1983 to $21.0 million in the 1984 fiscal year, while allocations to dance companies remained about the same in both years at $9.0 million.

Large Gifts to Arts & Humanities (1983)

Mr. & Mrs. Joe D. Price—
$5 million to
Los Angeles County Museum of Art
Philip Morris—
$3 million to
Metropolitan Museum of Art
Vincent Astor Foundation—
$1 million to Brooklyn Museum

Giving to CIVIC & PUBLIC

	Amount (Billions)
1970	$ .415
1971	.594
1972	.650
1973	.610
1974	.770
1975	.890
1976	1.07
1977	1.17
1978	1.18
1979	1.24
1980	1.37
1981	1.58
1982	1.67
1983	1.80

Contributions to organizations in the civic and public segment of philanthropy increased in 1983 to $1.80 billion, the highest level ever.

The American Association of Fund-Raising Counsel said the estimated total giving to these organizations represented a gain of 7.7 percent from the $1.67 donated to the civic and public affairs category in 1982.

As a portion of all philanthropy in the United States, civic and public affairs organizations represented 2.8 percent, the same percent they accounted for in 1982.

The overall percentage gain in contributions received by organizations involved with civic and public affairs was significantly lower than the 13.2 percent growth experienced from 1980 to 1981, but that was the biggest year-to-year rise ever achieved by the category. The 7.7 percent in 1983 was about average.

There are some indications that a number of organizations within the civic and public affairs category of philanthropy are reaching a peak in their quest for membership, and that gains registered over recent years are levelling off. This is particularly true of organizations involved with the environment, and for the most part it may represent somewhat of a victory for those organizations—at least from the view that they have already achieved many of the goals they were founded to achieve.

For example, the assault on the environment in the form of air and water pollution is much more under control, thanks in most part to efforts of groups such as the Sierra Club and the National Audubon Society. With the passage of both federal and local laws prohibiting pollution of the atmosphere and water, what was only a few years ago a cry among a small group of people became a national priority.

And while other priorities still remain for the conservation organizations and their allies within government, memberships reaching a plateau present problems, for it is the individuals who form the membership who contribute the most dollars. And the most often.

Published reports attributed the fact that membership was levelling off to a funding drought for many of the organizations involved with the environment and pointed to shortfalls of fund-raising goals over the past year.

They reported that there was an increasing emphasis on requests for funding to foundations and to the corporate community. But whether foundations and corporations can make up shortfalls is still a question.

The most recent data from The Foundation Center shows that foundation grants to environmental groups surged to $91.7 million, from $49.1 million in 1982.

The 86.7 percent increase—or $42.6 million—is not what it appears to be on the surface, however, since $40 million of it represents a $25 million grant from the Richard King Mellon Foundation to the National Wetlands Conservation Project and a $15 million grant from the John D. and Catherine T. MacArthur Foundation to the World Resources Institute for Research to study policies affecting world resources and the environment.

The Foundation Center reported an increase of 14.8 percent in grants of $5,000 and more to the category of community affairs, bringing the total given in 1983 to that subgrouping to $110.2 million from the $96.0 million during 1982.

The number of foundation grants to that category also increased in 1983 to 2,237 from 1,934 the year before.

There was only a small increase in the funding given by foundations to the crime and law enforcement category—from $12.1 million in 1982 to $12.2 million in 1983. The number of grants increased only slightly, from 303 to 319.

There was a gain of 7.5 percent in the dollars given through large foundation grants to the recreation category, going from $44.2 million in 1982 to $47.5 million last year.

And grants to organizations involved with equal rights and legal services also grew in 1983 to reach $23.2 million from $20.0 million the year before. As recently as 1981, foundation grants of $5,000 and more totaled $16.0 million to organizations involved with equal rights and legal services, The Foundation Center

reported.

An analysis of corporate giving to civic and public affairs organizations shows that the companies responding to a study conducted jointly by The Conference Board and the Council for Financial Aid to Education gave a total of $149.3 million. That was 11.7 percent of total contributions made by the companies—a percentage that has remained constant for three consecutive years.

In looking at the contributions on a year-to-year basis, there was an increase of 9.2 percent in corporate contributions to civic and public affairs groups.

That is what the statistics show. But the increase may have been significantly more than that because in the most recent survey, 534 companies reported on their contributions while the year before 789 companies reported. Despite the drop of 255 companies, contributions still showed a better than 9 percent increase.

Because no data on giving to subcategories were tabulated in 1981, a comparison of subgroups is not possible. But the 1982 performances show that 3.8 percent of all corporate contributions went toward community improvement, while 1.1 percent was given to organizations involved with environment and ecology.

Housing and urban renewal received 1.1 percent of all corporate contributions, and the categories of justice and law and women's causes both received a little less than 1 percent.

A study that examined the views of chief executives of major corporations found that 26 percent of the heads of companies said their firms gave to organizations involved with recreation. Breaking that total down by size of company, 35 percent of the Fortune 1300 said their companies gave to the category, while 28 percent with annual salesbetween $50 and $100 million contributed to recreational organizations.

By contrast, 22 percent of the firm heads said their companies gave to environmental groups and of those, 38 percent were CEOs of Fortune 1300 companies. Seventeen percent headed companies with annual sales of $50-$100 million.

The category of economic development fared the best among all of the subgroups in the civic and public affairs segment of philanthropy, according to the study of chief executive officers which was conducted by the Council on Foundations.

That subgroup received contributions from 31 percent of all the company heads, with 42 percent of the Fortune 1300 firms supporting economic development and 24 percent of the firms with sales of $50-100 million saying they made corporate contributions to the economic development category.

Large Gifts to Civic & Public Causes (1983)

McDonnell Foundation—
$3.5 million to WETA/Channel 26 & Smithsonian Institution (TV series)
Ford Foundation—
$1.5 million to Academy for Education Development (City High School Recognition Program)
McKnight Foundation—
$1 million to State of Florida

VOLUNTEERS

The nation's charitable organizations would need an additional 4.1 million employees if volunteers didn't volunteer.

A statistical profile of the Independent Sector, compiled and authored by Virginia Hodgkinson, vice president for research at INDEPENDENT SECTOR, and Murray Weitzman, an economist and consultant to IS, showed that volunteers accounted for 4.1 million equivalent full-time employees in the independent sector, 300,000 employees in other private not-for profit organizations, and 500,000 employees in the government sector.

The analysis, "Dimensions of the Independent Sector," shows that contrary to the belief that volunteer time and involvement was declining with the increase in the number of women working, the opposite is true.

Using data from 1970, 1977 and 1980, the full-time equivalent accounted for by volunteers grew from 3.5 million in 1974 to 3.8 million three years later, and to 4.1 million in 1980.

The figures reflect only volunteers in the independent sector. If all volunteer time is counted, the equivalent time would be 4.2 million for 1974, 4.6 million for 1977 and 4.9 million for 1980.

Had the volunteers been paid, their wages would have accounted for 4.1 percent of all wages paid in 1980—or $63 billion.

The data on volunteers are contained in a section of the report that deals with employment in the nonprofit community—a subject never before covered. Both Hodgkinson and Weitzman drew upon the work of other researchers to develop their first of a planned series providing statistical profiles on the independent sector. While the work was not yet published in April, 1984, it obviously filled a tremendous void of knowledge about the nonprofit organizations in the United States and promises to shed considerable light on just how much of a role charitable organizations fill in the overall economy of the nation.

Volunteers—and the time they spend helping organizations keep their costs within manageable limits—have traditionally been an area about which little is known.

In the fall of 1983, the Gallup Organization conducted a national survey on the nature and scope of volunteering in the United States as part of its regular bi-weekly Gallup Poll. Performed as a public service for VOLUNTEER, the poll provides the most up-to-date figures on volunteering and the first national data since the Gallup Survey conducted for INDEPENDENT SECTOR in 1981.

Like the 1981 study, the 1983 Gallup Survey used a broad definition of volunteering: "working in some way to help others for no monetary pay." This includes the person who regularly helps an elderly neighbor as well as the person who volunteers at a nursing home. Broadly defined, volunteering includes working to get a traffic light put in a dangerous intersection, serving as a room mother at a school, providing free professional advice (lawyers, accountants) to neighbors, canvassing for a political candidate, or working for a charity.

When volunteering is defined that way, the study found that 92 million Americans—or 55 percent of all adults—volunteered during the previous year. The 1981 study showed that 52 percent volunteered.

Current Volunteer Strength of 20 National Agencies

Organizations	1983 Number of Volunteers	1982 Number of Fund-Raising Volunteers
American Heart Association	3,000,000*	2,418,000*
United States Committee for UNICEF	3,000,000	85,000*
American Cancer Society, Inc.	2,500,000	2,150,425
United Cerebral Palsy Association	2,050,000*	1,875,000
Muscular Dystrophy Association, Inc.	2,010,000*	1,615,000*
American National Red Cross	1,457,000	93,008*
National Council–Boy Scouts of America	1,117,961	382,612*
National Multiple Sclerosis Society	1,060,000*	255,000*
American Lung Association	1,000,000*	150,000*
The Salvation Army	877,475	328,456
National Easter Seal Society	800,000*	n/a
Girl Scouts of the USA	602,000	25,000
Arthritis Foundation	557,000	450,000
YMCA of the USA	301,229	n/a
March of Dimes Birth Defect Foundation	250,000	3,000,000
National Association for Retarded Citizens	147,000*	36,000*
National Board, YWCA of the USA	130,000	3,500
Boys' Club of America	111,605	106,050
Camp Fire, Inc.	105,000*	15,000
USO World Headquarters	40,000	375
Totals	**21,116,923**	**12,988,426**

**Estimate*

The largest portion of adults who volunteer are professional and business people, the study found, and for the most part those with higher incomes volunteer more than those with lower incomes.

And that's good news for the charitable community since volunteers tend to give more money than those who do not volunteer.

Other highlights show that the number of women who volunteer has remained constant at 56 percent, despite changes in family and employment patterns, while the number of men who volunteer has increased marginally from 47 percent in 1981 to 53 percent in 1983.

Americans in the West continue to lead the nation in terms of volunteer participation, with 62 percent of Westerners volunteering compared to 55 percent in the East, 54 percent in the South, and 51 percent in the Midwest.

Church, health-related and education services represent the largest areas of volunteer involvement in the 1983 survey, as was the case in 1981. A significant increase is noted, however, in community action programs, with modest increases found in the areas of recreation and work-related volunteering.

A survey among 20 large national agencies conducted by the American Association of Fund-Raising Counsel disclosed a small increase in the number of individuals who volunteered during 1983.

That study showed a gain of 1.2 million volunteers overall and an increase of 365,000 fund raising volunteers.

THE CHANGING CLIMATE OF PHILANTHROPY

By John J. Schwartz, President,
American Association of Fund-Raising Counsel

It is said "from change comes renewal." This is especially true of philanthropy. It is a major part of our society that is gaining much strength from an awesome amount of change.

Two imposing problems prevail—the economy and government cutbacks. But, ironically, the reverberations they are causing are both encouraging and bringing high promise for the future.

Over the past ten years the economy—and particularly the erosion of purchasing power caused by high inflation—has drained the resources of many of the nation's nonprofit institutions and organizations. And even though contributions overall have more than offset inflation for the past three years—thereby enabling some real growth—at least on paper—there is little hope that most charitable organizations will again be able to reach the level of services they provided as recently as 1980.

No one will argue in these days of $200 billion deficits that federal cutbacks are needed, but they are hurting charities a great deal. According to Lester Salamon of the Urban Institute, using the 1980 level of federal grants as a base, direct grants to charities from 1982 to 1986 will be reduced by $32 billion, and indirect grants to services provided by both government and charities will be reduced by another $115 billion in the same period. With the large deficits anticipated over the next few years, present funding levels are in jeopardy and new funding is not even feasible. These cuts represent sums that simply cannot be made up from private sources and philanthropy.

The response of Americans to this climate is simply marvelous.

These trends are building.

First, there is a strong effort by most institutions and agencies to examine and refine their programs, retaining those most needed, while making certain that the needs do not exceed resources.

Second, dependence on government sources is diminishing with a corresponding emphasis on building private support.

Third, donors are providing more than just cash grants, which by definition must have a limit. Low market loans, donated supplies and services, technical assistance, and volunteer executives. Grants now are considered to help charities build their fundraising management program so that they can achieve a new vitality without seeking emergency loans and grants which so many agencies are now doing.

Fourth, communities are learning to work together and assess needs on a community-wide basis. For example, in 1983 in the city of Pittsburgh, five community groups were provided a total of $1 million made possible through joint initiative—$409,000 from the Ford Foundation; $250,000 from the Howard Heinz Foundation; $100,000 from the Mellon Bank Foundation; and $260,000 from the city of Pittsburgh.

Fifth, more than ever, forces are coming together to help solve national problems. A prime example is

CAPHE, the Consortium for the Advancement of Private Higher Education, which is being funded by such sources as the Carnegie Foundation, The Atlantic Richfield Foundation, American Tel & Tel, the Ford Foundation, Prudential Insurance Company of America and Standard Oil Company of Ohio.

Sixth, public attitudes are improving. Thanks to the Advertising Council campaign for the INDEPENDENT SECTOR "Lend A Hand," which stresses the need for more volunteer time and support, and an INDEPENDENT SECTOR film "To Care," which celebrates volunteerism and dramatizes its rewards, and to media coverage of the readjustments charities must make because of federal cuts and the effect of inflation, Americans today are more aware than ever of the importance of philanthropy and the need for all concerned to participate and do their share.

Seventh, professionalism in fund-raising is growing and measurably contributing to improved results. Just 20 years ago, Carlton G. Ketchum, a distinguished elder statesman in the field of fund-raising management and founder of the firm of Ketchum, Inc., described the quintessential fund-raising manager, then known as a campaigner, who represents an AAFRC firm, as follows:

> "A campaigner must be bold, but modest; aggressive, but tactful; confident, but prudent; alert, without presenting the appearance of overeagerness. He must be resourceful, far-seeing, discriminating and wise. He must make a fine personal appearance and convey the impression of being both a wonderful fellow to know and be with and a man of dignity, poise and judgement—a true conservative who is at the same time full of originality and invention. He must carry instant appeal to old and young, man and woman, great and small."

With all these things a campaigner must be—so far no one has made it, Mr. Ketchum goes on to say.

Today, even that paragon would be subjected to some important additional measurements. In the first place, the person could be either a man or a woman. Secondly, knowledge of how to organize annual campaigns or capital programs is not sufficient for today's true professional to be successful in managing major programs for development. In addition, this person must know and understand strategic and long-range planning, financial planning and cost controls, the latest techniques of direct mail and planned giving, computer technology as well as a full awareness of recently developed management techniques.

There is a growing number of accomplished professional fund-raising managers today, but not nearly enough to fill the accelerating needs. Yet, the more professionals, the greater will be the amount of money raised for philanthropic organizations. In my opinion, philanthropic resources should be giving this need the highest priority of all.

The new climate of philanthropy is a very challenging one. As John Gardner said recently, "The prospects never looked brighter and the problems never looked tougher. Anyone who isn't stirred by both of these statements is too tired to be of much use to us in the days ahead."

METHODOLOGY

The estimates published in this report are determined following surveys of charitable organizations by a number of major national groups.

The increase (or decrease) reported each year represent the average gain or loss reported by charitable organizations in each of the covered segments—religion, health, education, social services, arts and humanities and public affairs.

The American Association of Fund-Raising Counsel converts dollar figures that are given into percentage changes and applies those changes to the previous year's figures to determine the average change. When prior year figures are revised, the percentage changes are applied to the revisions to determine the following year's totals.

Data on the performance of the charitable organizations come from organizations that are asked how much of their support comes from individuals, from bequests, from foundations and from corporations. They are then asked for total support and changes that may have been evident in sources from the previous year.

The data include reports from groups that cover contributions made to the segments of religion, education, social service, health, culture and civic affairs.

Together, the statistics cover giving to more than 22,000 charitable organizations in the United States.

The figure for individual giving is based on reports from organizations that traditionally receive the bulk of their support from individuals and are able to identify just how much giving from living individuals either increased or declined in the previous year. Those data are averaged to reach an overall percentage change from the previous year.

Early in 1984 the IRS made available statistics from individual income tax returns covering 1982. The data showed that individual giving was less than originally estimated and the 1982 figure for individual giving was modified. The new data on 1983 was applied against the newly-modified 1982 figure to estimate both the year-to-year change and the new total for 1983.

Bequest giving is also based on reports from charitable organizations and other reports of large bequest giving. IRS data is used at later dates as it becomes available to revise the total.

The corporate giving figure is from the Council for Financial Aid to Education and is subject to modification when IRS data become available. The funding mix in the corporate giving total is derived from AAFRC studies, and others from the Conference Board and CFAE, as well as from the charitable organizations forming the core group.

The total for foundation giving comes from AAFRC studies and is revised when data become available from the Foundation Center.

At the suggestion of its Advisory Council on Methodology, the AAFRC is investigating an econometric model to pinpoint with a greater degree of accuracy the extent of individual giving. It is believed that the model will be in place and ready for use with the 1984 totals.

The members of the Advisory Committee for *Giving USA* Methodology are:

Elizabeth T. Boris, Director of Research, Council on Foundations, Inc.; Virginia Ann Hodgkinson, Vice Presi-

dent for Research, INDEPENDENT SECTOR; Patricia Read, Director, Editorial Services, The Foundation Center; Gabriel Rudney, Senior Research Associate, Yale-Ponpo; Lester M. Salamon, Director, Center for Public Management & Economic Development Research, The Urban Institute; Hayden W. Smith, Senior Vice President, Council for Financial Aid to Education; Nelson Rosenbaum, President, Center for Responsive Governance; Russy Sumariwalla, Senior Fellow, United Way of America; and John Simon, Director, Program on Nonprofit Organizations, Yale University.

Individuals—*Contributions by individuals included in this report refer to the gifts made within the specified calendar year and for the most part are cash. While some of the individuals report the value of gifts other than cash—such as clothing, food, and works of art—on their tax returns, they are relatively small in comparison to the overall cash total.*

Bequests—*Bequests made by individuals to charitable organizations, institutions and agencies are counted in the year in which they are received by the organization, since at times, the actual transfer of the bequest may take years.*

Corporations—*The corporate giving figures used in this report follow the IRS series and include cash contributions by the nation's business coporations to charitable institutions and agencies, as well as money given by corporations to corporate foundations.*

Foundations—*The American Association of Fund-Raising Counsel excludes corporate foundation grants from its overall foundation giving total since they are counted as corporate contributions. All other foundation giving is, however, included.*

Religion—*Included in the total for religion is giving to organized religious organizations for sacramental purposes and giving to evangelical religious organizations. The total does not include giving to educational institutions which are religiously affiliated.*

Education—*The total for giving to education includes the amounts of money donated to all levels of education—primary, secondary and higher, and to educational agencies and organizations, in both the public and private sectors. Research is also included in this category if that research is educational in nature and conducted at an educational institution. Groups such as the Urban Institute, however, are included in the "other" category, and some other research activity is included in the health and hospitals category.*

Health and Hospitals—*The giving total for health and hospitals refers only to money from individuals, foundations and corporations. It does not include government contracts or grants for research, but does include private research in the health community.*

Social Services— *Organizations included in this group are those which for the most part are concerned with the delivery of a variety of welfare-related programs to the general public. They include groups such as the United Way of America and other general affiliated fund-raising projects, as well as organizations such as American Red Cross, Catholic Charities, United Jewish Appeal, Boy Scouts, Federation of Protestant Welfare Agencies, and Federation of Jewish Philanthropies, to name a few.*

Arts & Humanities— *This category includes giving to theatres, museums, arts organizations, libraries, public television and radio, symphony orchestras, as examples.*

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